US PATENT & TRADEMARK OFFICE
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DESIGN

METAL DISPLAY FIXTURES: NO. 140

HF
5521
.D221

SCIENTIFIC AND TECHNICAL
U.S. DEPARTMENT OF COMMERCE
PATENT & TRADEMARK OFFICE
INFORMATION CENTER

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DESIGN

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A. DARLING + CO.

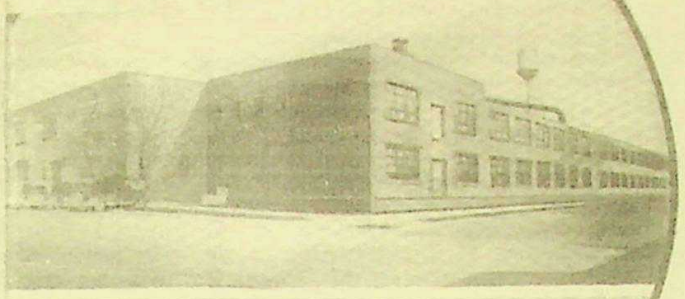
"METAL DISPLAY FIXTURES"

CATALOG # 140

RECEIVED 10-8-37

21
.2 F3

L. A. DARLING COMPANY
BRONSON · MICHIGAN
NEW YORK OFFICE AND SHOWROOMS
729-35 Marbridge Bldg., 1328 BROADWAY



WORLD'S LARGEST
MANUFACTURERS
OF METAL
DISPLAY FIXTURES

1937
CAT. #140
OCT 8 - 1937
U. S. PATENT OFFICE
DESIGN
HF5521
D221
RETURN TO
DESIGN D'W.

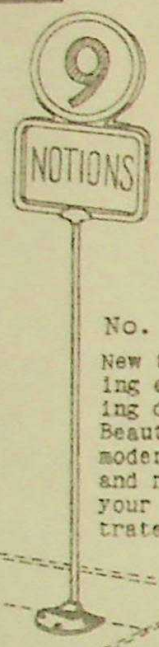
METAL DISPLAY *fixtures*

FOR 5¢ TO $5.00
VARIETY STORES
OR
DEPARTMENT STORE
BASEMENTS

Sketches
ILLUSTRATING
LATEST AND MOST
COMPLETE LINE OF
VARIETY STORE
COUNTER and WINDOW
DISPLAY FIXTURES
IN AMERICA

CATALOG No. 140
SIZE PRICES SAME AS SILVERTONE
PLEASE SPECIFY WHEN ORDERING

MISCELLANEOUS DISPLAYS

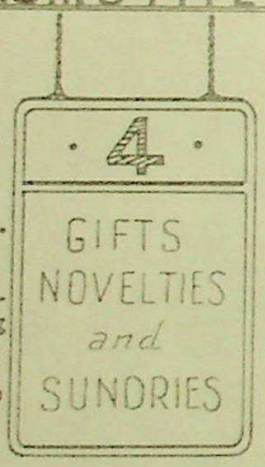


NEW! COUNTER MOUNTING *Department* SIGN HOLDER

No. 783. Ea. $7.50

New trend in department marking eliminates unsightly hanging departmental sign frames. Beautiful, brilliant CHROME, modern departmental numbering and naming signs, mount to your counters. Above illustrated sign holder equipped with 4" flange for counter mounting, 7/8x40" standard attached to rectangular one-piece 7x14" frame, card opening at side, with 10" circle at top for department number opening at top. Polished CHROME finish.

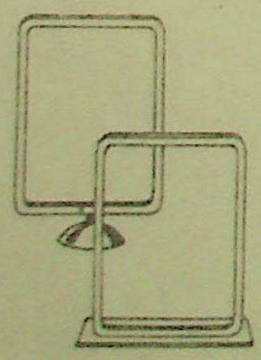
POPULAR HANGING TYPE Department Sign holder



No. 784 Ea. $3.30

Neat "MONITOR" one-piece frame, divided, hanging departmental sign holder. Upper section of frame features department number, lower section sufficiently large for listing of items sold in department. Top card, 5-1/8x 14". Bottom card, 17x14" Equipped with two screw eyes for hanging chain. Polished CHROME finish.

FOUNTAIN SERVICE - MENU *and* SIGN HOLDERS .....



No. 2170

Ea. ~~$1.60~~ 1.20

Smart "MONITOR" 14x11" vertical frame attached to modern streamlined base, for soda fountain or window use. Polished CHROME finish.

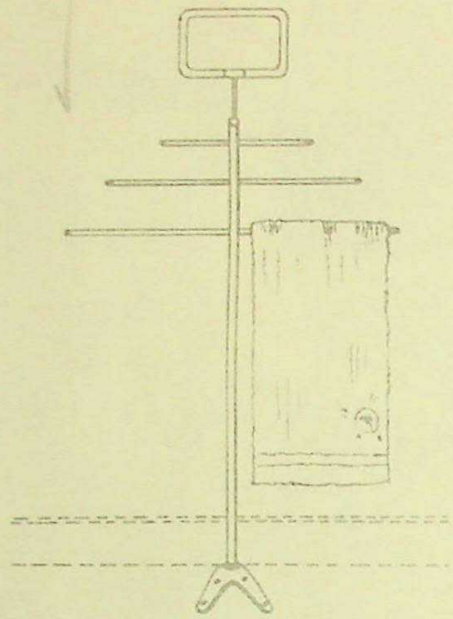
No. 2183

Ea. ~~$1.90~~ 1.10

14x11" vertical frame for menus and fountain use. "MONITOR" construction. Mounted to flat steel, felted base Polished CHROME finish.

FOR ME

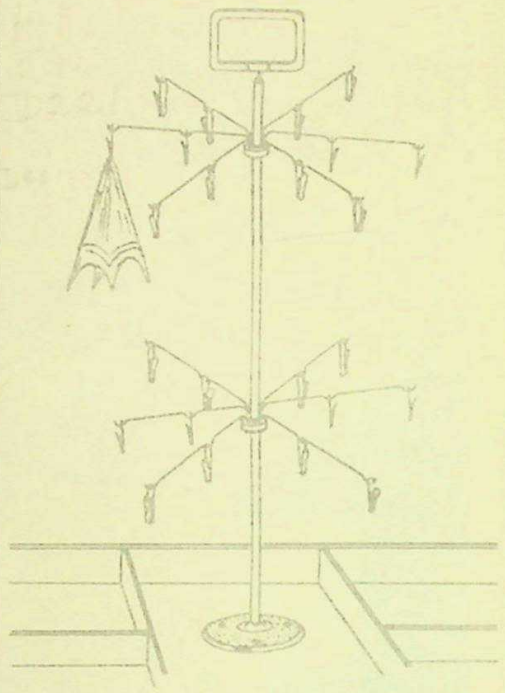
NEWLY DESIGNED TOWEL DISPLAYER



No. 978 Each $3.20

New fixture, designed to display Turkish and hand towels, fastens at back of counter, presents merchandise full-view position, reveals features of quality and design. Supplied with 8" cast bootjack base, 1/2x40" standard, thru which pass one 20½", one 16½ and one 12½" hanging arm. 5½x7" "MONITOR" card holder at top. Polished CHROME finish.

A NEW MASS DISPLAY FOR HANDKERCHIEFS



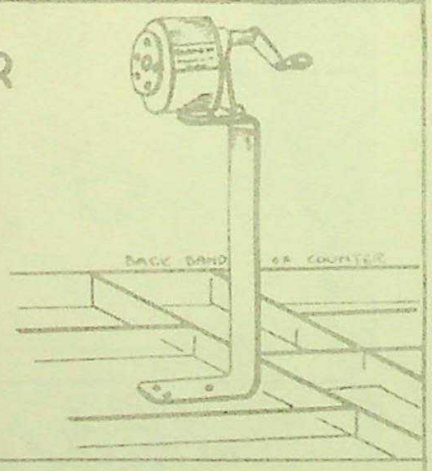
No. 1022 Each $6.50

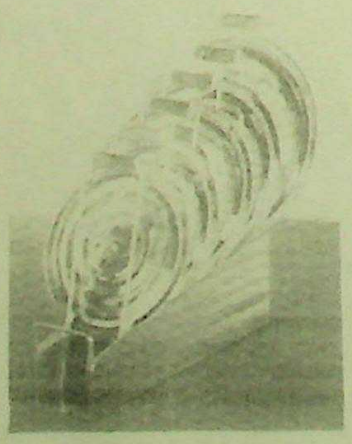
Distinctly new displayer for counter or window combining mass presentation. Neat with minimum space used. 36" upright, two sets six extending arms, extensible standard. Each arm has two snap clips. Overall height 40", with 3½x5½ "MONITOR" card holder. Polished CHROME finish.

Sturdy PENCIL SHARPENER DISPLAY STAND

No. 999 Ea. $1.25

Sturdy pencil sharpener display stand for permanent attachment to counter. Allows customer to try sharpener. Upright of heavy 3/16x2" steel, 12" overall height, with three screw holes at top for attaching sharpener. Brushed Silvertone finish.





TINWARE DISPLAYER *FOR ··· CROSS-COUNTER*

No. 998 Ea. $1.65

New, practical cross-counter displayer for featuring pot covers, pie tins and other kitchen tinware. Tins rest on sturdy metal back rests with 7/8x2-7/8" ticket holders at top. Overall length, 18-3/4". Brushed Silvertone finish.

WINDOW DISPLAY FIXTURES

METAL WINDOW TRIMMING STANDS

'Replace Glass Vases'

It is no longer necessary to trim your windows with glass vases. Today beautiful, modern metal window-trim pedestals can be used at a slightly increased cost to create more modern and more permanent window trims. With metal pedestals there is no breakage and costly replacements. They will create a smarter and less conspicuous trim effect.

METAL PEDESTALS

No. 950 — Doz. $9.90
Tubular 1-1/16" CHROME upright, 5" black bottom and top discs, rubber covered. 6", 9", & 12" overall height.

No. 951 — Doz. $12.50
Same as No. 950, 18" high.

No. 952 — Ea. $2.60
18" high, 8" black top and bottom discs, rubber covered, Upright 2" diameter, polished CHROME tubing.

No. 953 — Ea. $3.00
Same as No. 952, 24" high.

No. 954 — Ea. $3.45
Same as No. 952, 30" high.

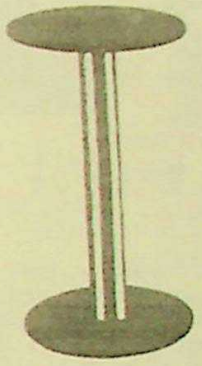
		Silver-tone	ALL CHROME	Chrome and Black
850	9" high	$ .95 ea.	$1.50 ea.	$ .80 ea.
851	12" high	1.00 ea.	1.60 ea.	.90 ea.
852	18" high	1.25 ea.	1.90 ea.	1.20 ea.
853	24" high	1.40 ea.	2.15 ea.	1.50 ea.

The above are rubber covered top and bottom discs.

862	9" high	$ .65 ea.	$ .55 ea.
863	12" high	.70 ea.	.60 ea.

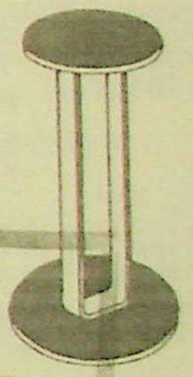
The above not equipped with rubber discs.

"FIFTH AVE." PEDESTAL



- NON-BREAKABLE
- SMART
- MODERN
- INCONSPICUOUS

No. 950 TO 954



No. 850 TO 863

RETURN TO DESIGN DIV.

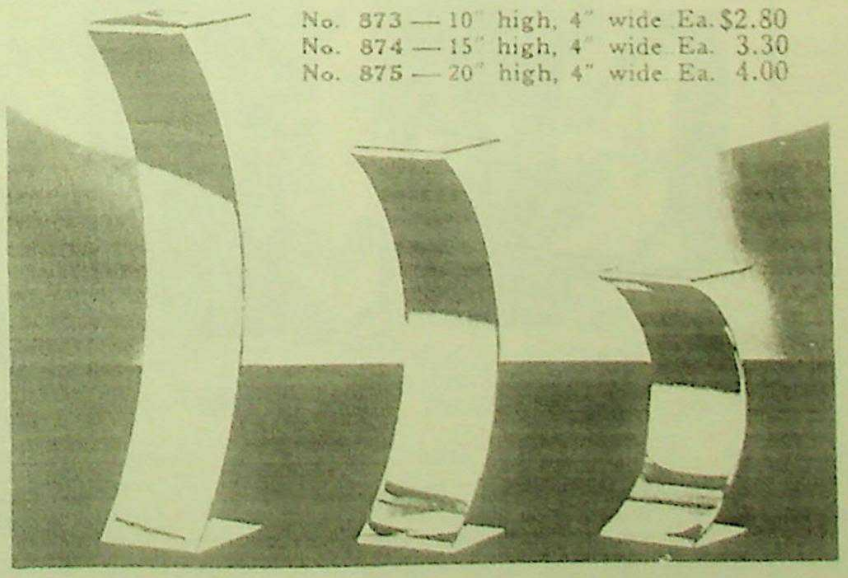
BRILLIANT CHROME ULTRA-MODERN WINDOW TRIM PEDESTALS

USE THEM FOR YOUR BETTER WINDOWS....

FEATURING CANDIES JEWELRY & COSMETICS

"FLEXO-DISPLAY"

No. 873 — 10" high, 4" wide Ea. $2.80
No. 874 — 15" high, 4" wide Ea. 3.30
No. 875 — 20" high, 4" wide Ea. 4.00



The FLEXO-DISPLAY pedestals will brighten your window trims. They may be used in pedestal or plateau effect, singly or in pairs. Each different arrangement, due to their unusually striking design and beauty will create an entirely new display effect. Popularly priced. These brilliant CHROME pedestals catch merchandise reflections and create a rich, pleasing display background.

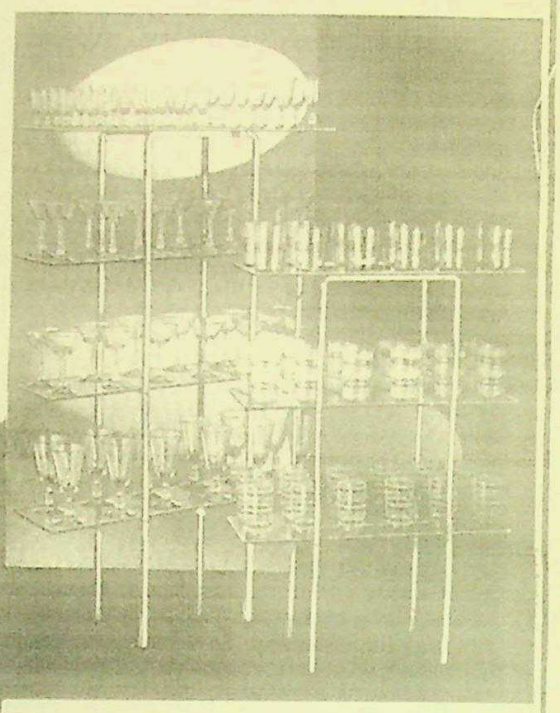
WINDOW DISPLAY FIXTURES

The 'New Era' WINDOW TRIMMING STANDS

FLASHING CHROME - QUICKER SETUP - STURDIER DISPLAYS

"build without vases"

At last, a complete window trimming stand, ready set up for immediate display. Beautiful polished CHROME with glass shelves combining to create an open, clean-cut display effect in your windows. Popular with the leading chains.



No. 2042 — Each $12.00
36" high. Three shelves 8x24". Made of 3/8" square metal. CHROME finish.

Same without glass shelves. — Each $ 9.75

Please Specify.

No. 2043 — Each $16.50
An effective four-shelf mass window displayer. Trims easily. Makes smart and attractive merchandise presentation. 48" overall. With four 8x24" shelves. Made of 1/2" square metal. CHROME finish.

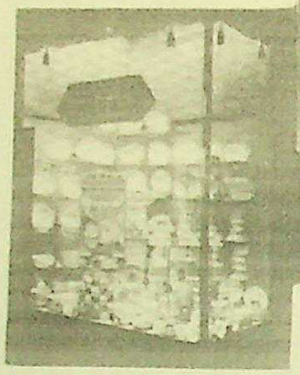
Same without glass shelves. — Each $13.50

Please Specify.

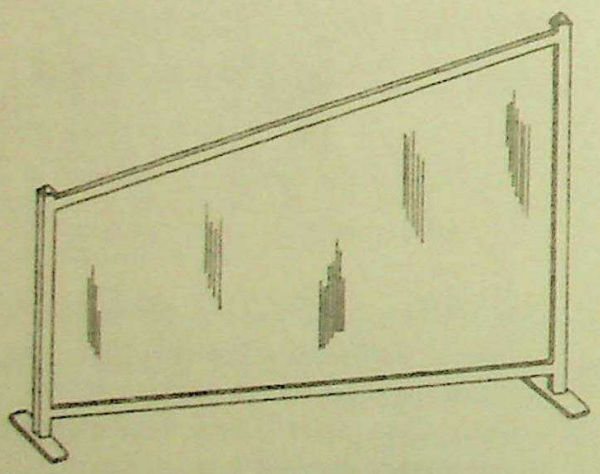
No. 2044 — Ea. $20.25
Effective five-shelf mass window displayer. Exceptionally high - 60" overall. With five 8x24" glass shelves. Made of 1/2" square metal. CHROME finish.

Same without glass shelves. — Ea. $16.30

Please Specify.



CHROME ALL METAL
WINDOW DIVIDERS
Lend Richness to Window Trims



Permanent, durable, flashing CHROME all-metal, double-sided window dividers reflect quality of merchandise trimmed. Durable, non-breakable — no replacements.

No. 5003 — Ea. $25.50
21-1/2" high in front. 77° incline. Overall length 24".

No. 5006 — Ea. $37.50
Same as above, overall length 42".

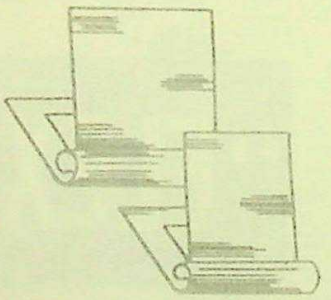
No. 5008 — Ea. $40.00
Same as above, overall length 54".

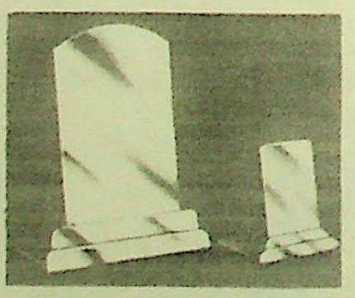
Special sizes to order, 10% extra for comparable sizes.

SMART WINDOW CARDHOLDERS
CHROME FINISH

No. 758 — Ea. $ .90
Rolled Front CHROME Window Sign Holder. Takes 7x11" card.

No. 759 — Ea. $1.20
Rolled Front CHROME Window Sign Holder. Takes 11x14" card.





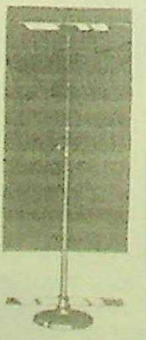
No. 755, Small Size

Holds ticket up to 3½x5½".
Doz. $3.75 Silvertone
Doz. $6.25 CHROME

No. 756, Large Size

5" wide, 6" high. Holds card up to 11 x 14".
Doz. $4.95 Silvertone
Doz. $9.50 CHROME

EXTENSIBLE

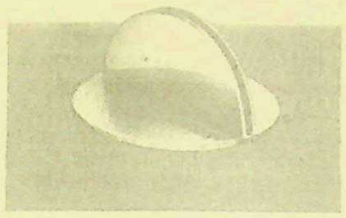


No. 750
Ea. $2.75
Extensible Window Card Holder. Extends to take 7x11" up to 14x22" window cards. Beautiful CHROME finish.

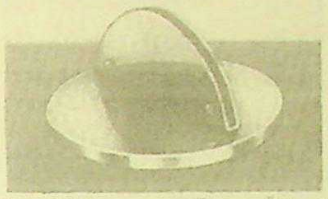
No. 750S
Ea. $2.25
Same as above, Silvertone finish.

BASE CLIPS FOR WINDOW OR COUNTER GLASS BUILD-UP DISPLAYS . . . . . .

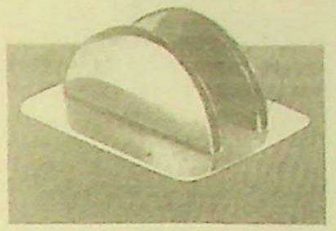
for "FIFTH AVENUE" type displays



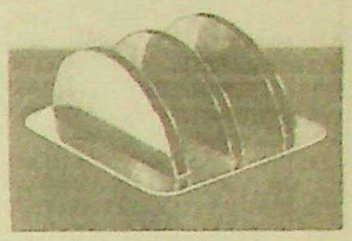
No. 907 Ea. $ .60
Single Glass Clip. 5" steel base, 2¼" high semi-circle clip, 5" long. CHROME finish.



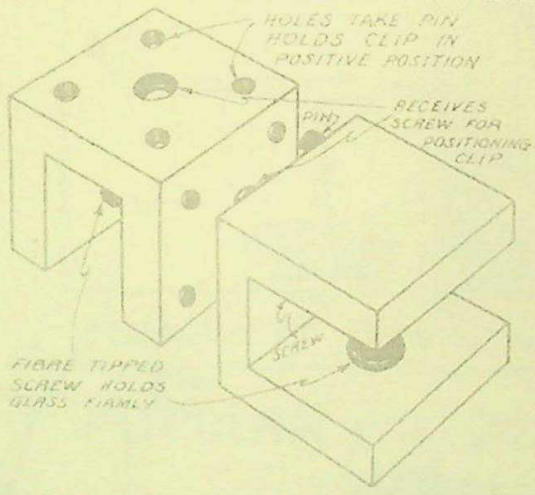
No. 908 Ea. $2.00
Extra Heavy Single Glass Clip. Heavy 6" cast base, 2¼" high semi-circle clip, 5" long, 2 screws threaded in side of clip for holding glass. CHROME finish.



No. 909 Ea. $1.00
Double Glass Clip. 5x6" steel base, with two 5x2¼" high glass clips. CHROME finish.



No. 910 Ea. $1.35
Triple Glass Clip. 5x6" steel base, with three 5x2¼" high glass clips. CHROME finish.


HOLES TAKE PIN HOLDS CLIP IN POSITIVE POSITION
PIN
RECEIVES SCREW FOR POSITIONING CLIP
SCREW
FIBRE TIPPED SCREW HOLDS GLASS FIRMLY

NEW "FIFTH AVENUE" CLIP

One adjustable clip holds your glass in all positions . . .

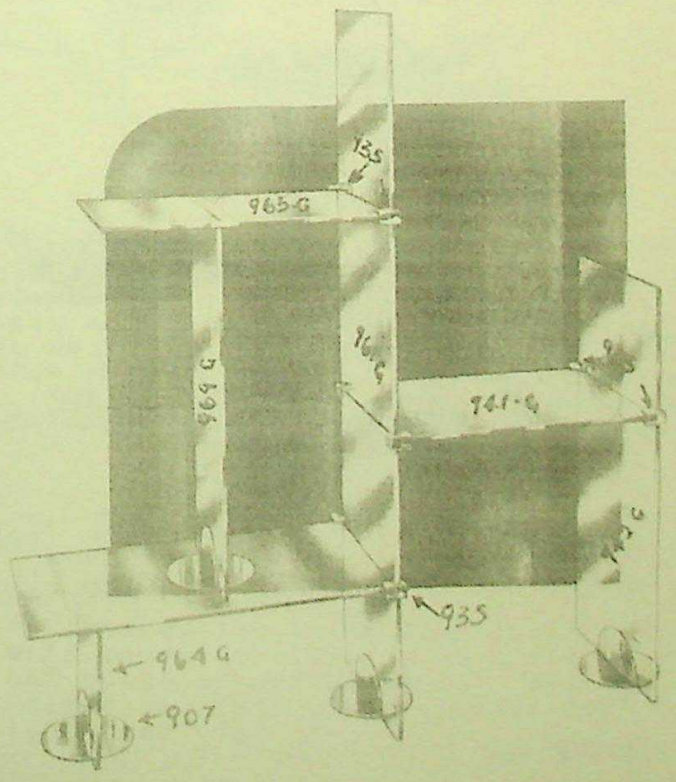
No. 935

A remarkable development in the popular glass clip. Now a single clip suitable for all purposes. Adjustable, rigid, substantial construction. Fiber-tipped screw. Highly polished CHROME finish.

Each $ .75

Below illustrations show clip in use

LITERALLY HUNDREDS OF BUILD-UPS POSSIBLE WITH THESE CLIPS



GLASS PRICES

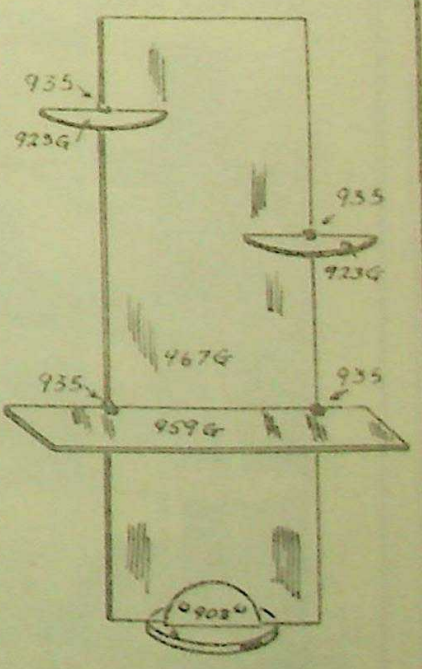
1/4" Glass - Chamfered Corners.

No. 917G - 12x12".	Ea.	$	.55
No. 918G - 6½x12".	Ea.		.35
No. 919G - 10x16".	Ea.		.60
No. 916G - 10x20".	Ea.		.95
No. 920G - 12x24".	Ea.	1	.40
No. 921G - 14x24".	Ea.	1	.60
No. 922G - 24" circle	Ea.	2	.70

1/4" Glass - Square Corners.

No. 923G - 10" semi-circle.	Ea.	$	.35
No. 963G - 10" quarter circle.	Ea.	$	.25
No. 964G - 8x8".	Ea.		.30
No. 958G - 8x14".	Ea.		.60
No. 965G - 8x20".	Ea.		.90
No. 959G - 8x24".	Ea.		.90
No. 966G - 8x30".	Ea.	1	.10
No. 967G - 8x40".	Ea.	1	.30
No. 968G - 10x12".	Ea.		.50
No. 969G - 10x16".	Ea.		.65
No. 941G - 10x20".	Ea.		.85
No. 942G - 10x24".	Ea.		.95
No. 960G - 10x30".	Ea.	1	.20
No. 961G - 10x40".	Ea.	1	.85
No. 943G - 12x12".	Ea.		.55

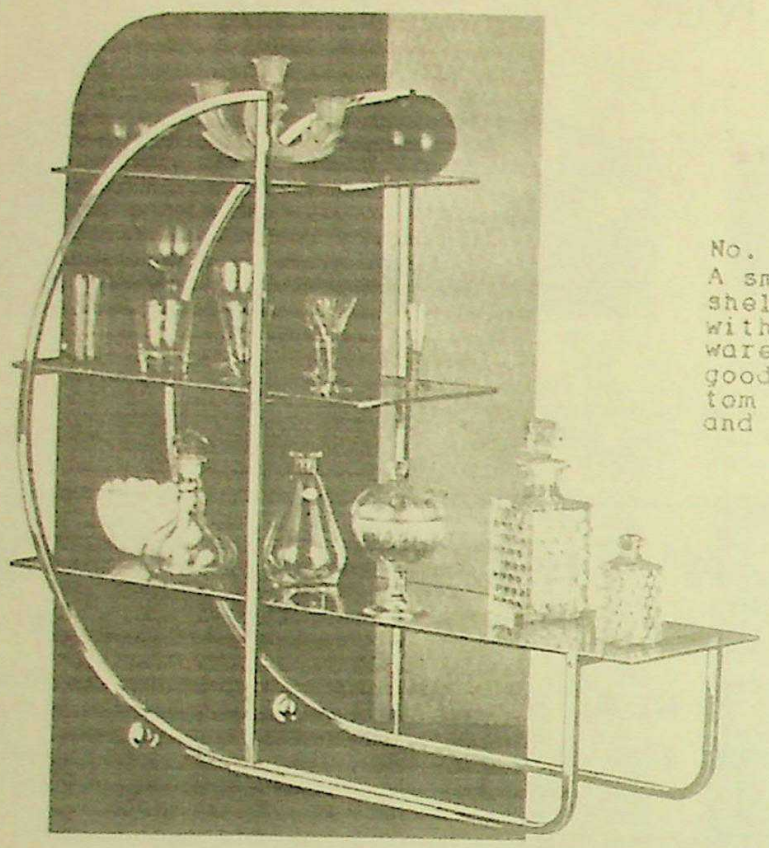
Boxing charge of 75¢ on orders.



WINDOW DISPLAY FIXTURES

DEPARTMENT STORE TYPES

LARGE CITY UNITS ARE MAKING GOOD USE OF THESE SMART MODERN DISPLAYERS



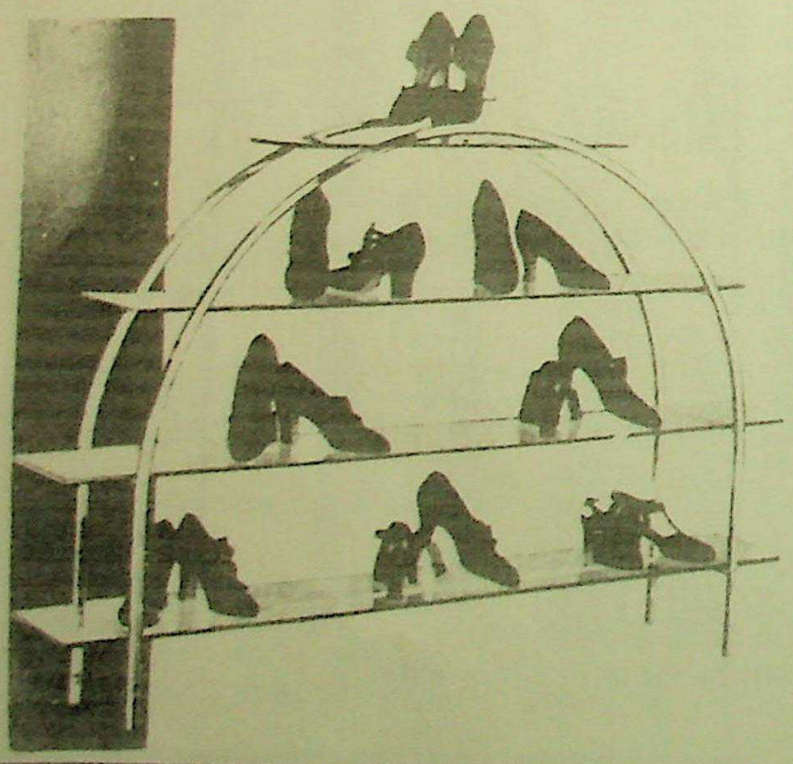
No. 2068 Ea. $23.00

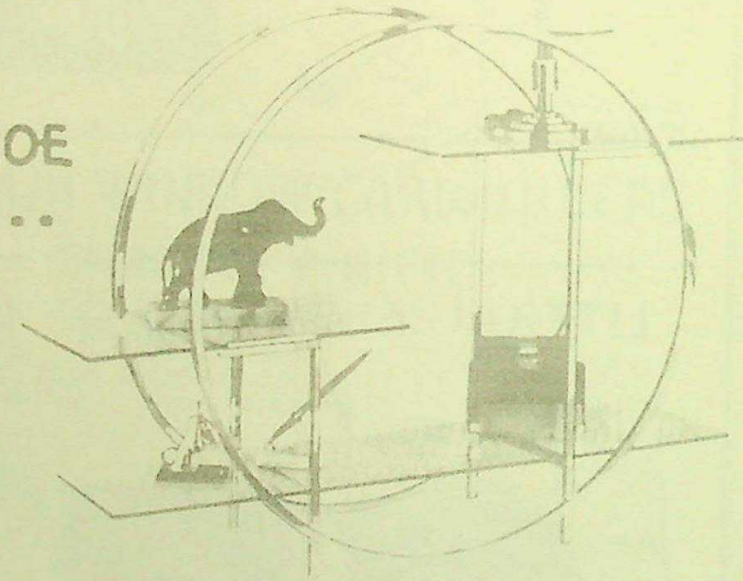
A smart, modern, and unusual three-shelf display effect, combining CHROME with glass shelves. Ideal for glassware, cosmetics, pastries, fountain goods, candies, etc. 32" overall. Bottom shelf 10x40". Top shelves 10x30" and 10x24". CHROME finish.

IDEAL FOR FOOD & FOUNTAIN: SHOE AND LADIES ACCESSORIES....

No. 2018 Ea. $30.00

A Fifth Avenue type window display fixture of unusual beauty and design. A single fixture with four clear glass shelves in a half-circle mounting. 36" overall height. Bottom two shelves 8x54" top shelves 8x46" and 8x24". Excellent for all quality trims. CHROME finish.





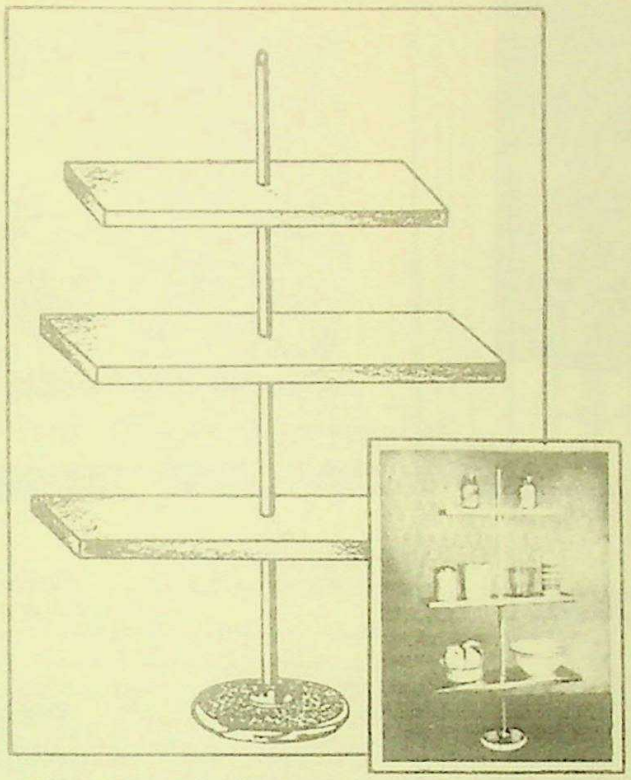
No. 2017 Ea. $40.00

A beautiful circular modern window displayer of extremely large size. Lends dignity and beauty to your window displays and is suitable for all types of merchandise. 32" diameter circles with 10" wide shelves. Bottom shelf 40", top shelves 20". Top shelves adjustable in channels. CHROME finish.

THE *NEWEST* "ALL METAL" WINDOW TRIMMING STANDS

ALL SIZES OF SHELVES-BASES AND STANDARDS

set-up your stands the desired size for each window change



PERMANENT & DURABLE

All-metal window trimming stands. The most flexible window display set-up possible. Set up your window trimming stand by parts before placing in window to suit the particular trim. Permanent and durable.

Chrome Bases

No. 7-11C	7"	Ea. $ .90
No. 8-11C	8"	Ea. 1.05
No. 10-11C	10"	Ea. 1.80

Chrome Standards

No. 5042	3/4x24"	Ea. $ .95
No. 5043	3/4x30"	Ea. 1.05
No. 5044	3/4x36"	Ea. 1.30
No. 5045	3/4x42"	Ea. 1.50
No. 5046	3/4x48"	Ea. 1.65

Silvertone Metal Shelves

No. 5031	6x18"	Ea. $1.85
No. 5032	6x24"	Ea. 2.00
No. 5033	8x24"	Ea. 2.20

No. 5047 Ea. $8.60

Fixture illustrated. 8" base, 42" standard, three shelves 8x24", 6x24", and 6x18".

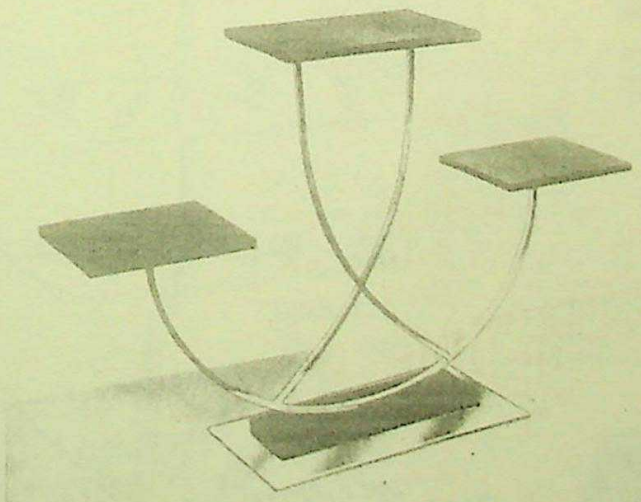
POPULAR MODERN RAISED SHELF DISPLAY STANDS

Chrome with ebony wood shelves

"FIFTH AVENUE" STYLE

LOW-PRICED step-up shelf fixtures in the modern trend for end and back counter feature displays.

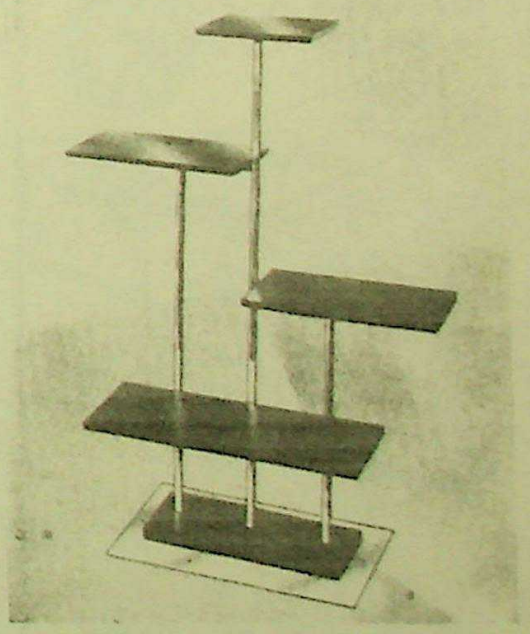
They'll lend sales appeal to the merchandise displayed on their attractive moderne step-up arrangement of shelves.



No. 823

An interesting three-step fixture with black contrasting wood shelves and polished CHROME metal. Overall height 16-1/2". Side shelves 6x6", top shelf 6x8".

Ea. $8.65



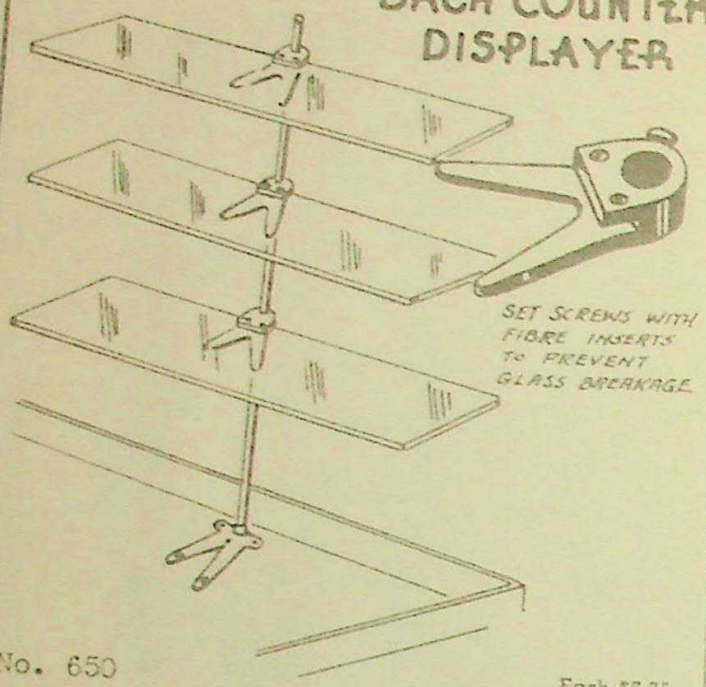
No. 824

The MOST POPULAR four-shelf counter novelty displayer on the market. Black wood shelves contrasting with CHROME metal. 25" overall height. Shelves 5x5", 5x8", and 5x12".

Ea. $8.65

COUNTER • RAISED SHELF • DISPLAYS

New!! LOW PRICED! 3-GLASS SHELF BACK COUNTER DISPLAYER



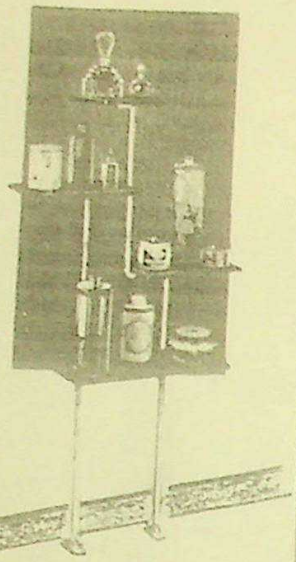
No. 650 — Each $7.75

A Back-Counter Glass Triple-Shelf Display. Takes shelves up to 30". Standard ⅜" x 30" height. Equipped with three 8" x 24" glass shelves. An inconspicuous, yet highly effective feature displayer. Bootjack base. Chrome Finish.

No. 649 — Each $5.50

Same as above without glass shelves.

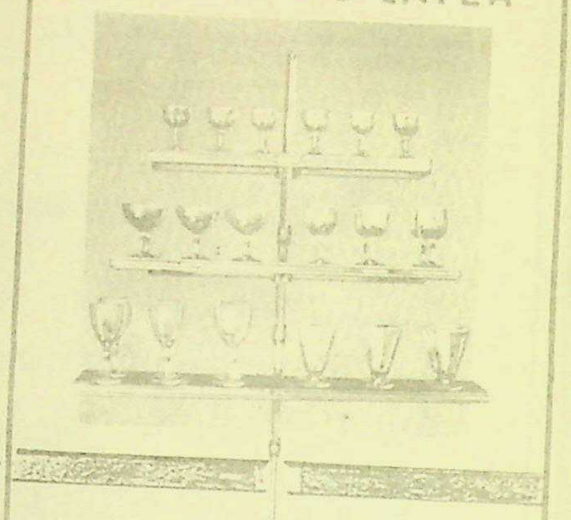
LOW PRICED RAISED SHELF DISPLAYER



No. 825 — Each $5.00

LOW-PRICED Back Counter Feature Shelf Displayer. 32" high. 2½" cast flange bases fasten to counter. Black wood shelves, 5" x 5", 5" x 8", 5" x 8", and 5" x 12". Silvertone Finish

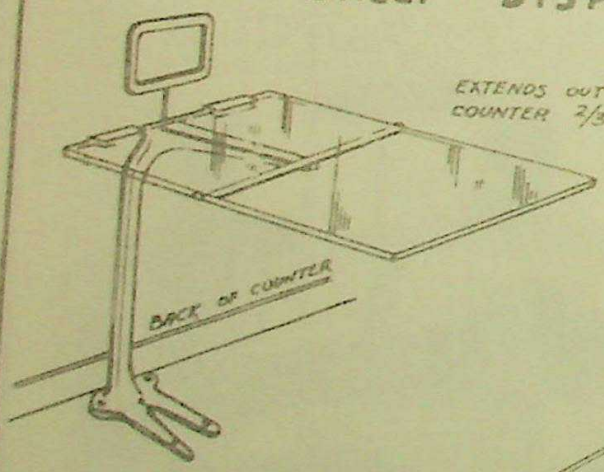
HEAVY DUTY BACK COUNTER . . . . WOOD SHELF DISPLAYER



No. 5036 — Each $14.00

72" high. Three adjustable wood shelves. First shelf 10" x 36", second 8" x 30", top shelf 6" x 24". Silver Finish. ⅜" ticket strip front edge of shelves. Supplied with counter strap. Chrome Finish.

"FIFTH AVENUE" CROSS COUNTER --- SINGLE GLASS SHELF DISPLAY



No. 662T — Each $5.15

Here is the famous single glass shelf cross counter display. Adds that additional display space and allows for featuring bin merchandise. 16" high. With glass shelf 10" x 16". Equipped with 3½" x 5½" card holder. Chrome Finish.

No. 661T — Each $4.40

Same as above without glass shelf.

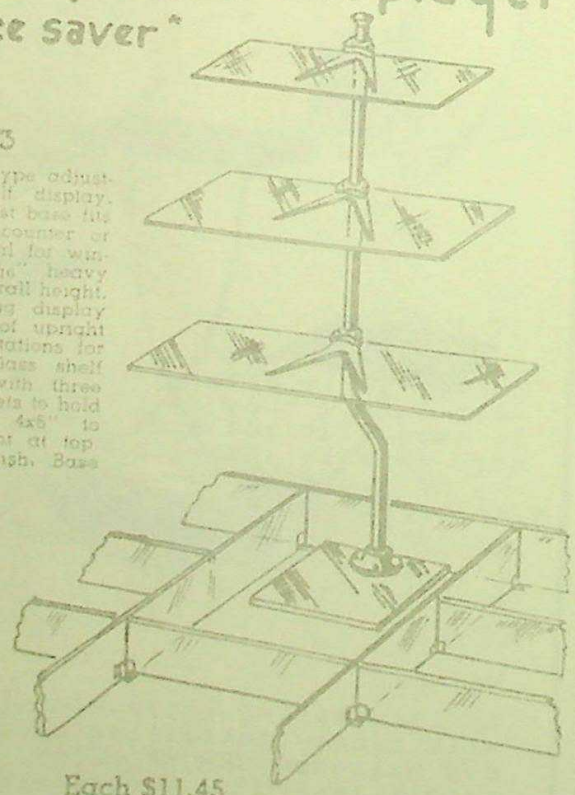
3-SHELF Back Counter Displayer

"A real space saver"

No. 643

Counter or window-type adjustable three-glass-shelf display. Heavy-duty 8x12" cast base fits under sham, back counter or sufficiently substantial for window trim base. 11/16" heavy tube upright, 42" overall height. Offset bend extending display over counter. Back of upright equipped with indentations for secure locking of glass shelf brackets. Supplied with three cast glass shelf brackets to hold glass shelves from 4x5" to 12x30". Cast ornament at top. Polished Chrome Finish. Base Silvertone.

$8.75 EA. WITHOUT GLASS

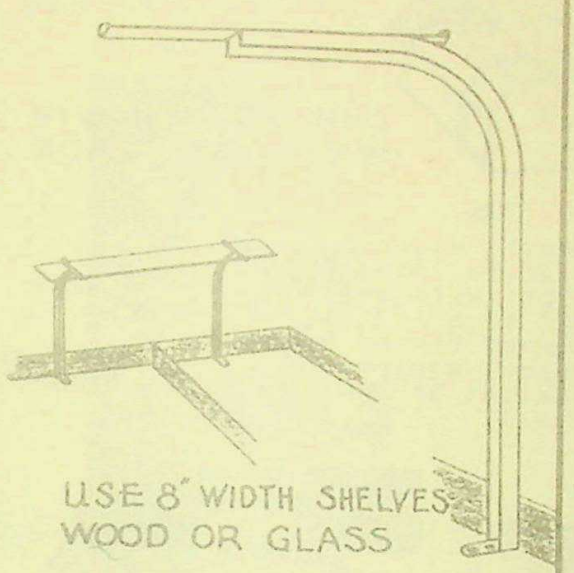


Each $11.45

No. 642

Same as above except equipped with glass shelves. Bottom shelf 10x24", center shelf 8x20", top shelf 8x14".

STURDY *back counter* SHELF BRACKETS



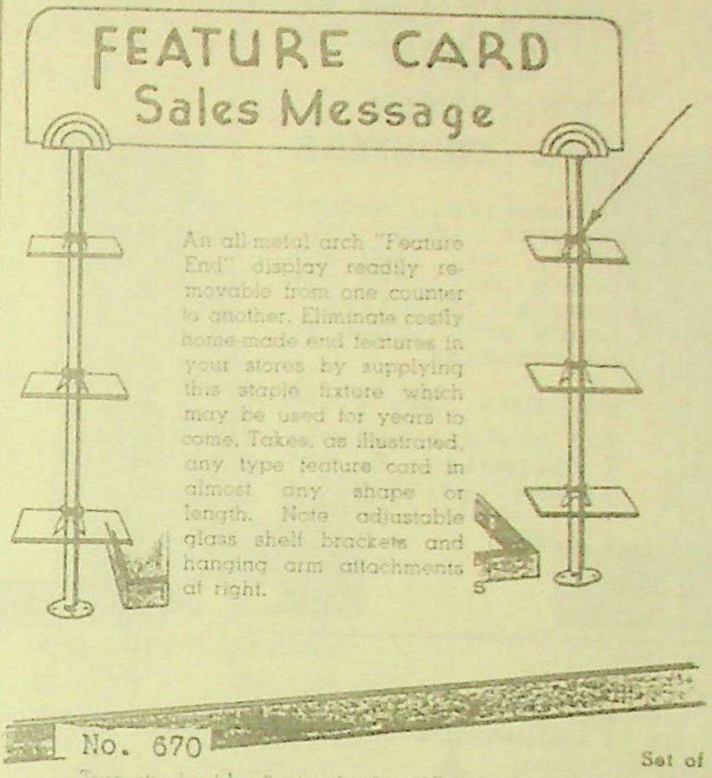
USE 8" WIDTH SHELVES WOOD OR GLASS

No. 646

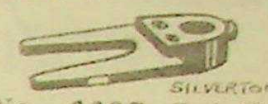
Set of Two $1.70

Fastened to back of counter. Holds 8" wood or glass shelf 15" high. Silvertone Finish.

FLEXIBLE END COUNTER FEATURE DISPLAYER



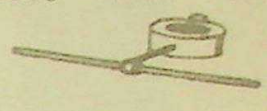
An all-metal arch "Feature End" display readily removable from one counter to another. Eliminate costly home-made end features in your stores by supplying this staple fixture which may be used for years to come. Takes, as illustrated, any type feature card in almost any shape or length. Note adjustable glass shelf brackets and hanging arm attachments at right.



No. 669S Each $1.20

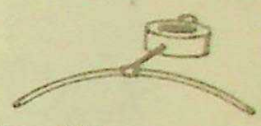
Bracket to hold glass shelf to slip 1 1/16" feature uprights on display No. 670.

669C —Chrome $1.45



No. 668 Ea. $1.25

¼" x 12" rod bar attached to flange, to slip uprights on No. 670. Chrome Finish.



No. 671 Ea. $1.25

¼" x 12" curved bar attached to flange, to slip uprights on No. 670. Chrome Finish.

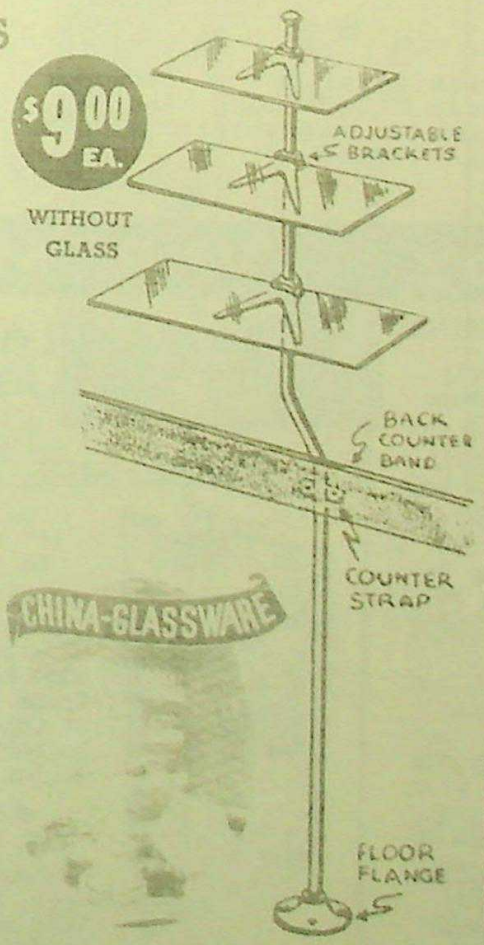
No. 670

Set of Two Uprights $15.45

Two sturdy 1 1/16" standards, 42" height with 4" round cast flange bases to fasten to counter. Top ends with decorative attachment plates top of each standard for No. 87X9051 attaching cross counter feature card. Equipped with six shelf brackets to hold glass shelves from 4" x 6" to 12" x 30". Not equipped with glass. Polished CHROME Finish.

THE GREATEST DISPLAY PROFIT MAKER FOR VARIETY STORES

"THE SALES-BUILDER"



No. 644

The "SALES BUILDER" is today's most popular back-counter glass shelf display fixture. It has been adopted by the leading syndicates to provide feature spot display location for important, long-profit items and for the additional counter footage it provides.

The "SALES BUILDER" is 72" high, made of heavy-duty 1 1/16" tubing, offset over counter, fastens to floor with half-flange base and back-counter bracket. Upright notched for rigid shelf bracket grip. Equipped with three cast shelf brackets, with fiber set screws to hold glass shelves. Decorative top fitting. All Polished Chrome Finish.

Each $11.70

No. 645

Same as above, equipped with three polished-edge glass shelves. Bottom shelf 10x24, center shelf 8x20", top shelf 6x14".

Per C $2.00

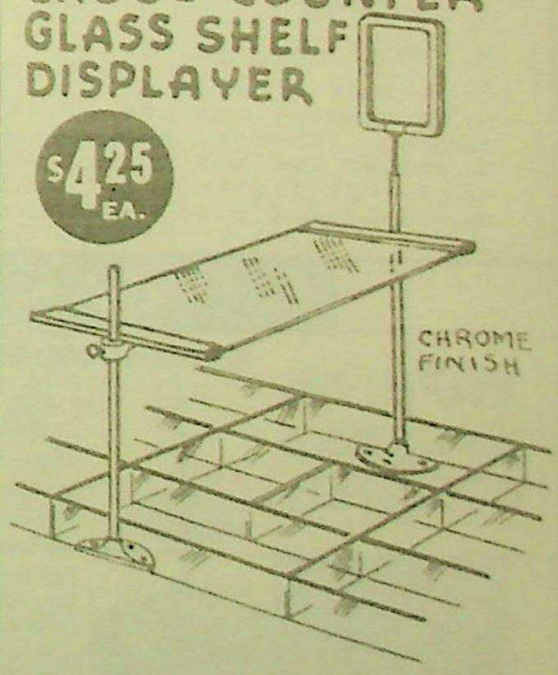
No. 707

A handy little clip for attachment to above illustrated glass shelves to hold lace and crepe paper border decoration or price tickets as above illustrated. Silvertone Finish. Weight per C ¼ lb.

F.O.B. Factory Southern Michigan

Popular CROSS COUNTER GLASS SHELF DISPLAYER

$4.25 EA.

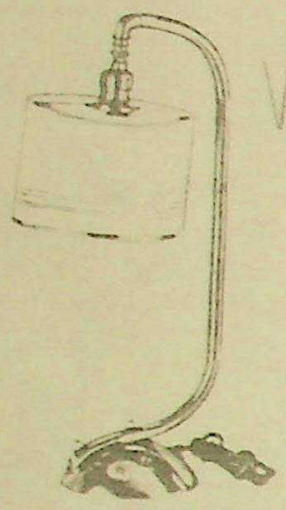


No. 626

A cross-counter glass shelf display. Neat in appearance, sturdy in construction. Gives height to those articles deserving special featured positions. Adds counter space. Equipped with two ¾x14" uprights with 3" half flanges to fasten to counter. Rear upright equipped with 11x7" vertical card holder. Two 10" wide channels, adjustable on standard, hold one 10x24" glass shelf. Polished Chrome Finish.

COUNTER LIGHTING

Smart!



CANDY CASE LAMP
BRIGHTENS YOUR COUNTERS

A beautiful, modern counter lamp for candy or jewelry cases. Attracts customers' attention. Lends brilliance to merchandise.

No. 1019 Ea. $7.25

20" overall height. 7" diameter, silver-trimmed white parchment shade. CHROME finish.

New! MODERNE

COUNTER LAMP

CHROME & WHITE OPAL-GLASS SHADE

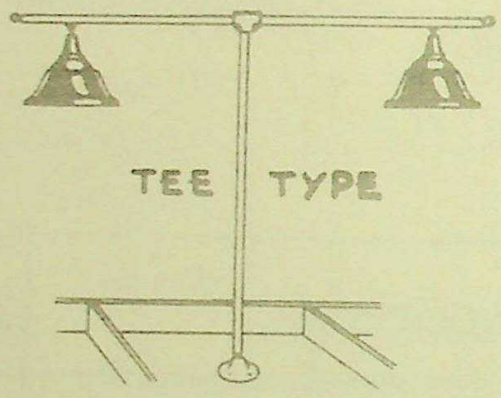
No. 705 Ea. $15.00

Smart, modern counter lighting fixture. Shade white opalescent glass with metal trim. 6" wide, 4½" high, 12" long. Mounted to curved fluted standard 34" height equipped with conduit box. Fastens back of counter. CHROME finish.

SWIVEL SHADE

No. 706 Ea. $8.75

Fits back of counter with conduit box attached. 18" high. 8½" diameter reflector on swivel fitting. Silvertone finish.



TEE TYPE

No. 700 Ea. $16.00

Illuminates 70" of counter space. 36" high. Two 8½" diameter reflectors. Silvertone finish.

No. 703

Ea. $8.00 Silvertone
Ea. 10.00 CHROME

Attractive LOW-PRICED all-metal counter lighting fixture. Equipped with round metal shade of attractive design mounted to 34" height standard with conduit box. Fastens to back of counter. Extends 18" over counter to center of reflector.

EVER POPULAR · all Metal ·

CANDY DEPARTMENT

POPULAR *for* CANDY COUNTER

SPARKLING CHROME

No. 991 With Base Ea. $4.00

No. 991B Without Base Ea. $3.40

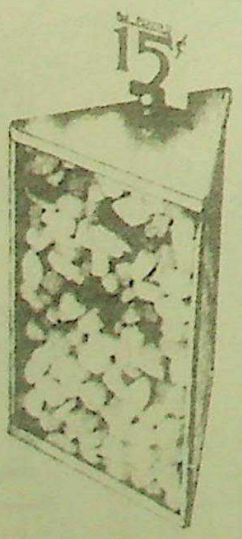
Bottom tray 9½ top tray 7½". Overall height 15½". CHROME finish.

No. 992 With base. Ea. $5.75

No. 992B Without base Ea. $5.10

Bottom tray 12", middle tray 9-1/2", top tray 7-1/2". Overall height 19". CHROME finish.

TRIANGLE GLASS CANDY DISPLAYER



No. 606 12" height. Ea. $4.00

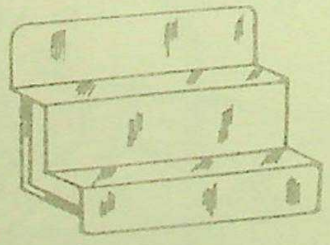
No. 606 18" height. Ea. $5.00

8x8x8" polished CHROME end caps. 8" wide round-edge sides. Clip ticket holder at top. Lock bolted through center.

No. 607 Ea. $2.40

Triangle cape only, without bolt or ticket holder. CHROME finish.

STEP-UP DISPLAY
for chewing gum, bar candy, etc.



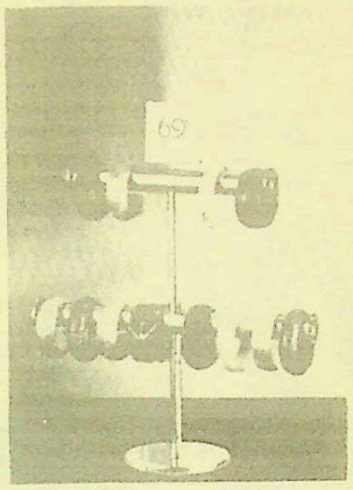
No. 830 Ea. $2.30

A beautiful All-CHROME Step-Up Display. Ideal for setting on top of candy case or back of jewelry counter. 12" wide, 8-1/4" high, 5-1/2" deep. With two display steps 2-3/4" wide.

JEWELRY & COSMETIC DEPARTMENTS

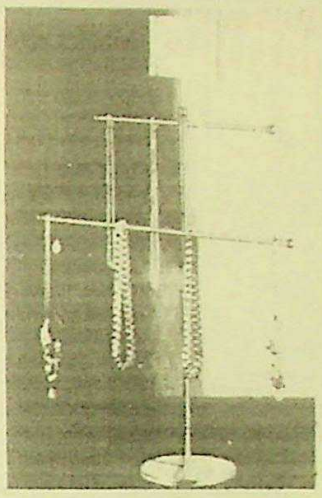
CHROME - BEAD - BRACELET *and* EARRING DISPLAYS

"A finish ... that always looks New"



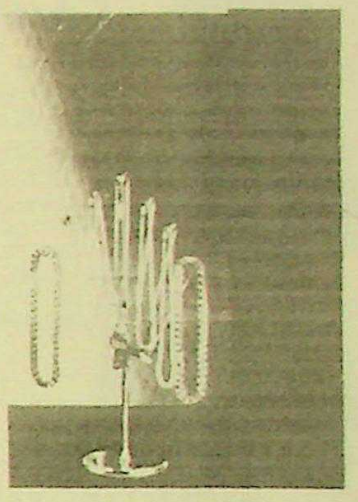
BRACELET STAND

No. 573 Ea. $4.50
Beautiful gleaming CHROME mass bracelet display. A finish that will always look smart and new. Two 1-1/4" diameter cross arms, with large end caps. 20" overall. 2-3/4" x 3-1/2" card holder. CHROME finish.



DOUBLE BEAD STAND

No. 566 Ea. $3.85
Practical Double-Arm Bead Display. 18" overall height. Top arm 10", bottom arm 14". 2-3/4" x 3-1/2" card holder. CHROME finish.

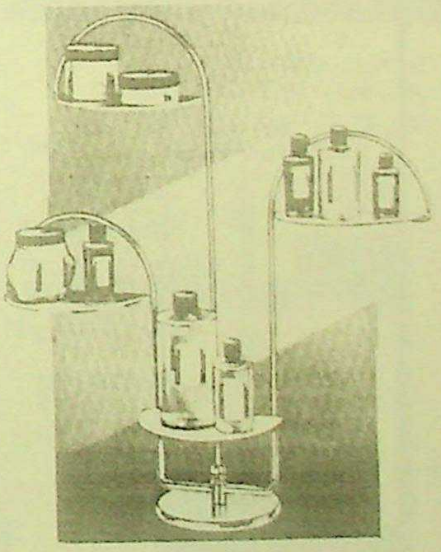


FOR BEADS

No. 286 Each $2.50
Fan-Type Bead Display. A novelty effect to add richness to your jewelry displays. 15" overall height. Seven display arms with hooks at top. CHROME finish.

Low Priced Silvertone Finish

No. 574
Ea. $2.60
Round base. 3/8" x 20" standard. Three-step top bar with 16 draping hooks. Silvertone finish.

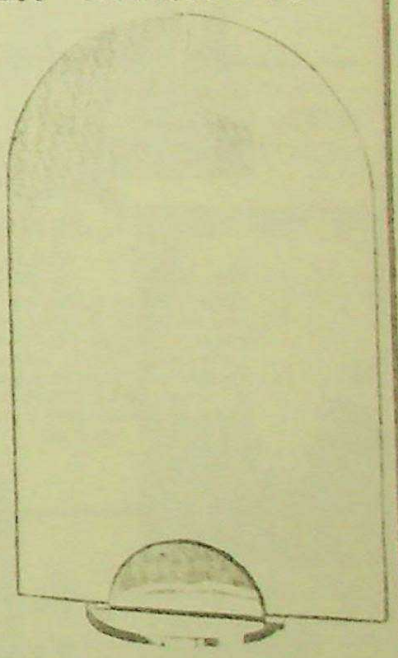


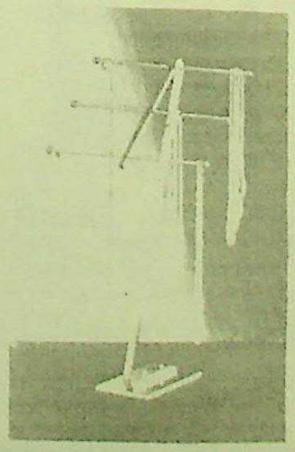
FOR COSMETICS

No. 7075
Ea. $5.50
Smart four-shelf all-metal cosmetic displayer. 23" high by 18" wide. Four 4x6" semi-circular display shelves. CHROME finish.

LOW PRICED COUNTER MIRROR *for* COSMETICS • JEWELRY •

No. 4300A
Ea. $5.95
Costs little, looks like a million. 12" x 20" curved top mirror attached to extra-heavy 6" cast base. CHROME finish.



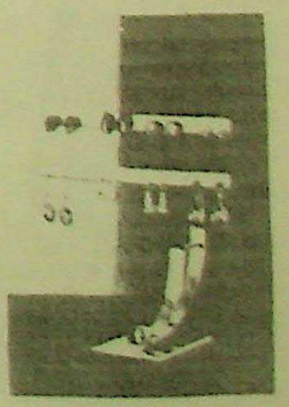


BEAD STAND

No. 570 Ea. $3.50
A practical, modern three-arm bead displayer. Three 8" cross arms. Overall height 16". 3x6" felted base. CHROME finish.

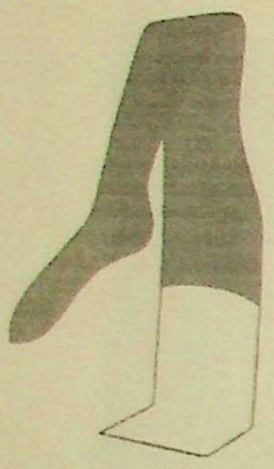
FOR EARRINGS

No. 571 Each $3.50
A new streamlined effect in a draping display. Especially adaptable for earrings. 10" cross bars, angle bent at bottom. 4x5" felted base. 12" overall height. CHROME finish.



HOSIERY DEPARTMENT

POPULAR FULL FOOT FORM HOSIERY EXAMINER for Counter



No. 534
Ea. $1.65

Hosiery Examiner. 23" high overall. Displays hose in outward position on counter. Shows sheerness. Packed two to a carton. Silvertone finish.

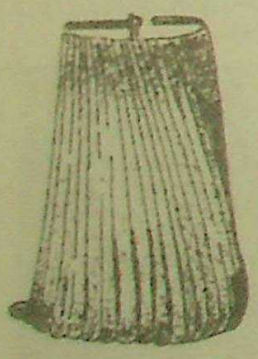
"FIFTH AVENUE" TYPE EXAMINER

For sales message insert 2¾x 19-15/16" card here.
Always Insist On Beautiful Stockings
Insert card indicating shades here.
Hosiery not removable by customer. Held firmly to displayer by rubber-covered rear bar.

No. 1039 Each $9.75

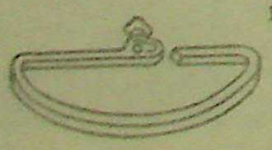
Colorful counter hosiery examiner now in use in leading department stores. Displays five shades, correctly identified in frame at top. Hosiery not removable from stand. 8" base. ½ x 21" upright. Card space at top for sales message and color card. Polished CHROME finish.

fan ring attachment

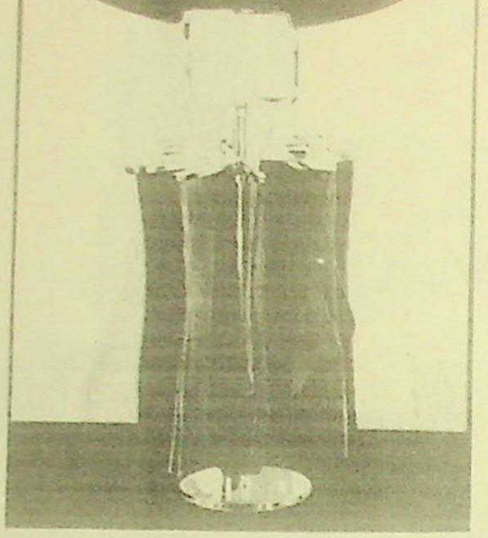


No. 1024
Ea. $1.75

Attaches to your regular 3/8" uprights. Gives you that interesting fan-type display effect. 11" semi-circle. Polished CHROME finish.

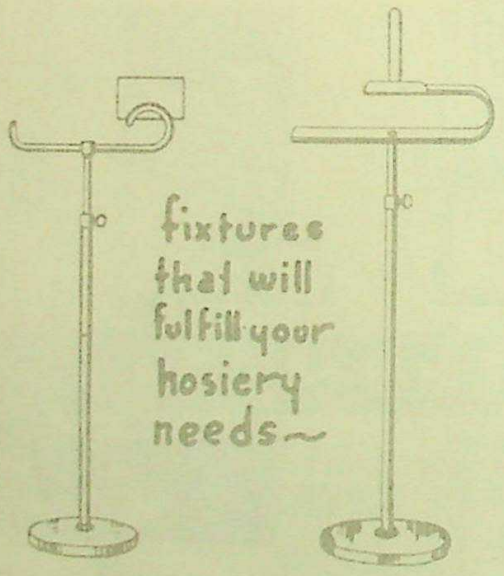


REVOLVING COUNTER HOSIERY EXAMINER SHOWS ALL COLORS



No. 1040 — Here's the way to show all your hosiery shades and all the goodness of the hosiery. It's a combination display and examiner. 28" overall. Eight 6" arms revolving for customer convenience on upright. Ticket holder for shade or price each arm. 5½ x 7" "Monitor" card holder.
Polished CHROME Finish. Each $10.75
6 Arm 9.85

fixtures that will fulfill your hosiery needs~



No. 35S-504
Ea. $1.35

Popular Hosiery Stand, top to take small price card as illustrated. 15/30" extension. Silvertone finish.

No. 35C-504
Ea. $1.55

Same as above in CHROME finish.

No. 35S-501
Ea. $1.60

Popular Hosiery Stand for Fan-Type Display. Top equipped to take up to 7x11" display card. 15/30" extension. Silvertone finish.

No. 35C-501
Ea. $2.00

Same as above in CHROME finish.

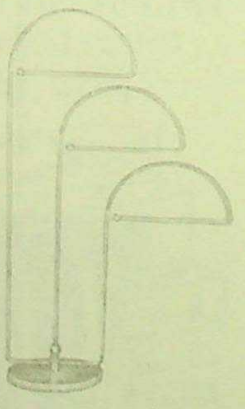
Revolving Counter type

No. 534 Each $2.95
Hosiery Examiner. 28" high overall. Full wire form. Turns on base. Polished Nickel finish.
Chrome finish $3.50

popular two arm drape

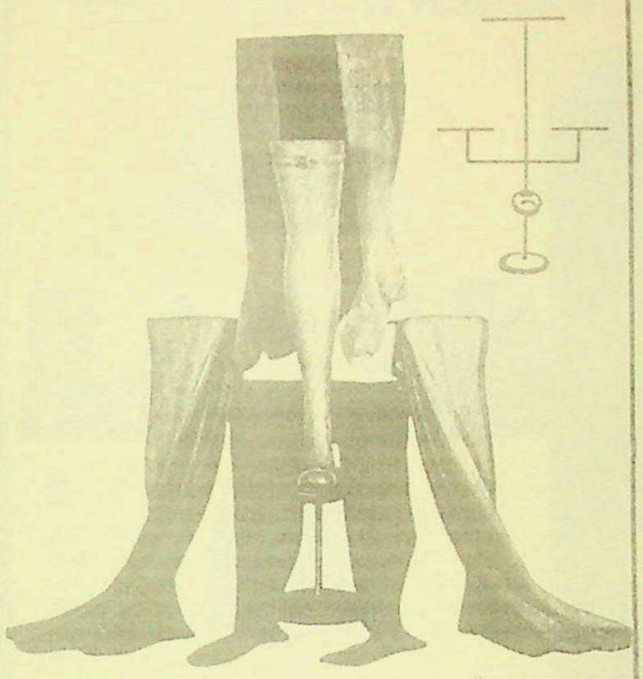
No. 507 Ea. $2.40
Two-Drape Displayer. 21" overall. CHROME finish.

for window or Counter



No. 508 Ea. $3.20
Three-Drape Displayer. 23" overall. Three 5½" display spaces. Center upright swings forward or rearward. CHROME finish.

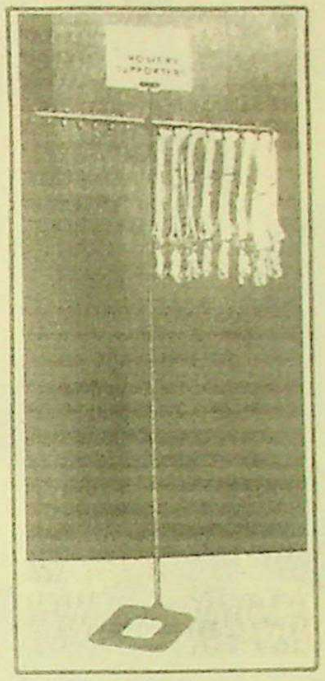
EXCELLENT BACK COUNTER MASS HOSIERY DISPLAYS



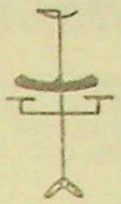
No. 527S Ea. $5.10
9" base. 30/60" extension. ¼x16" adjustable lower bar, with two 8" draping bars. Top draping bar ¼x12". Adjustable walnut wood platform for leg form. Form not included. Silvertone finish.

No. 527C Chrome finish Ea. $8.25

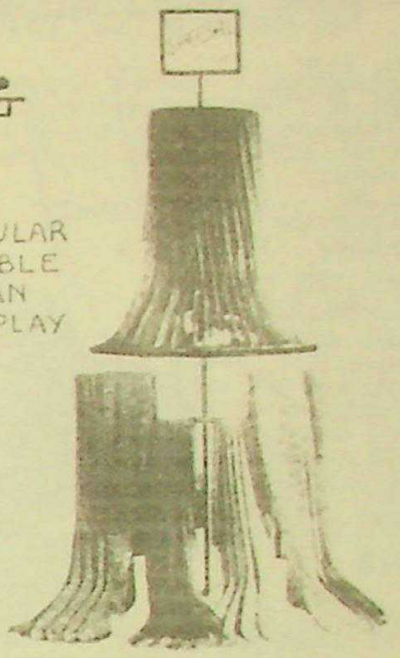
HOSE SUPPORTER



No. 490
Ea. $2.80 Silvertone
Ea. $5.25 CHROME
5x6" flat cast base. 30" standard. 15" spread top. 14 hooks on each side for supporter displays. Clip-type ticket holder at top.



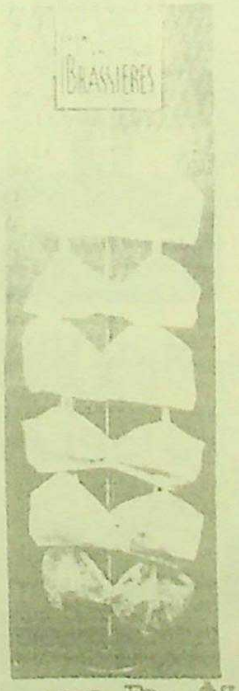
POPULAR DOUBLE FAN DISPLAY



No. 1038S Silvertone Ea. $4.60
No. 1038C Chrome Ea. $5.50
8" boot jack base. ¼x48" standard. Bottom cross bar 16" spread. Turned-up 6" ends. Equipped with 8" draping bar at top. Rubber covered 10" ring and extensible 20" black wood display rest, semi-circular shape. 3½x5½" "MONITOR" card holder at top.

LINGERIE DEPARTMENT

MASS BRASSIERE



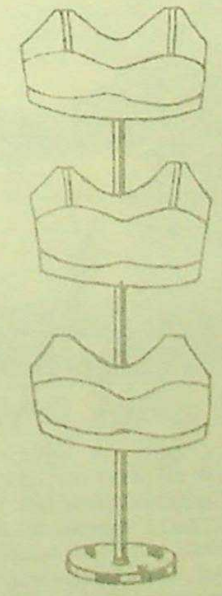
No. 977S Ea. $3.10
3 x arms, 12" spread, 6" base. 36" standard. 5½x7" card holder. Silvertone finish.

No. 977C Ea. $6.00
Same as above in CHROME finish.

FULL FORM BRASSIERE

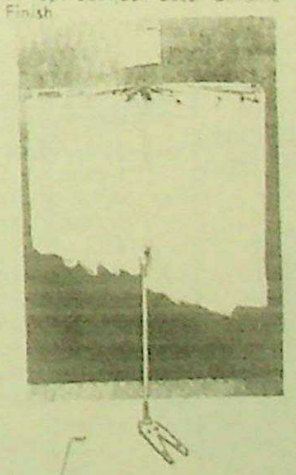
No. 976 Each $6.75
The premier brassiere display that shows your brassieres naturally on full-formed flesh colored display forms. Equipped with ticket holder attached back. Stand and base polished CHROME Finish. Overall height 36".

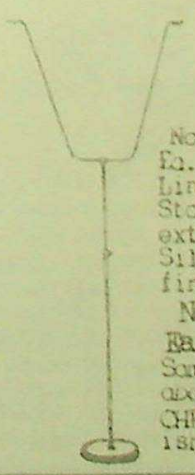
No. 976F Each $1.85
Individual forms ONLY, slip ordinary ⅜" upright.



SWINGING ARM BLOOMER RACK

No. 1250 Ea. $12.00
¼x36" standard.
10 arms 12" long, 2 snap clips each. 3½ x 5½ card holder at top. Bootjack base. Chrome Finish.





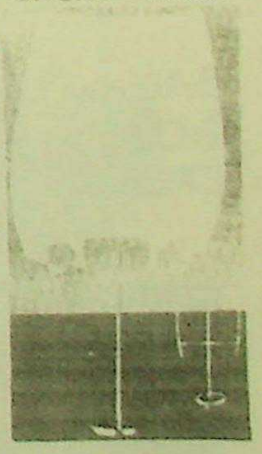
No. 250
Ea. $1.50
Lingerie Stand. 45/30" extension. Silvertone finish.

No. 260
Ea. $1.85
Same as above. CHROME finish.

CORRECT SHAPE for GIRDLES

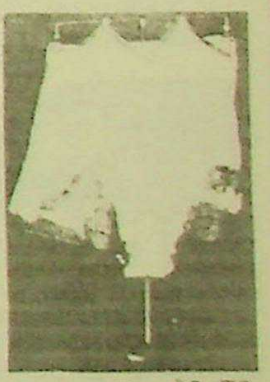
No. 35S-161 Ea. $1.95
24" standard. Round base. Braced girdle top to give that lithe youthful appearance. Silvertone finish.

No. 35C-161 Ea. $2.40
Same as above in CHROME finish.



LINGERIE TOP FOR STAND AT LEFT

SHOW STEP-INS FULL-VIEW



No. 35S-162 Ea. $1.70
3/8x¼" standard, 15/30" extension. Garments held by turned-down felted snaps at ends of cross bar. Round base. Silvertone finish.

No. 35C-162 Ea. $2.00
Same as above. CHROME finish.

No. 35S-254 Ea. $1.30
Complete as No. 250. Silvertone finish.

No. 35C-254 Ea. $1.60
Complete as No. 250. CHROME finish.

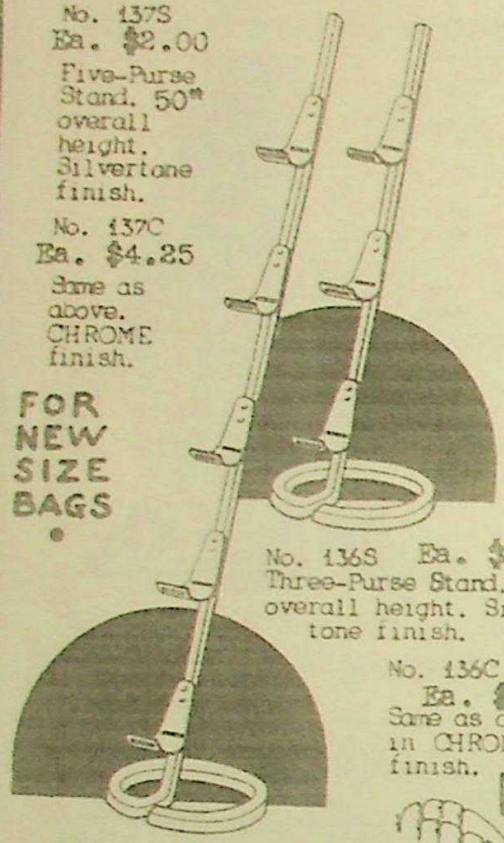
LADIES ACCESSORY DISPLAYERS

BAGS-GLOVES-HANDKERCHIEFS-SCARFS-BOXED GOODS

No. 137S
Ea. $2.00
Five-Purse Stand. 50" overall height. Silvertone finish.

No. 137C
Ea. $4.25
Same as above. CHROME finish.

FOR NEW SIZE BAGS

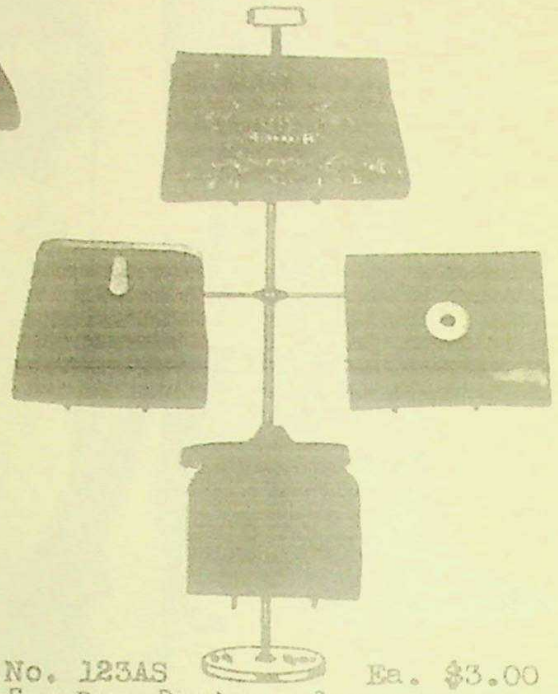


No. 136S Ea. $1.50
Three-Purse Stand. 31" overall height. Silvertone finish.

No. 136C
Ea. $3.25
Same as above in CHROME finish.

•SMART
•NEW

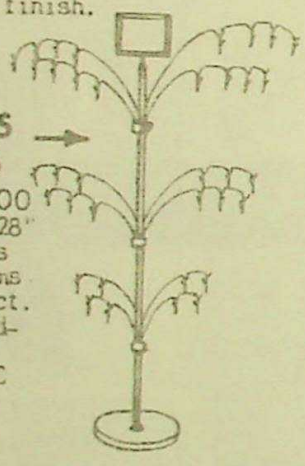
No. 125 Ea. $4.15
A single displayer offering a new and unusual arrangement for a four-purse display. 22" high overall. CHROME finish.



No. 123AS Ea. $3.00
Four-Purse Displayer. Base with screw holes. 3/8x20" standard. Four-purse holders with adjustable arms. Clip-type ticket holder at top. Silvertone finish.
No. 123AC Chrome finish Ea. $4.50

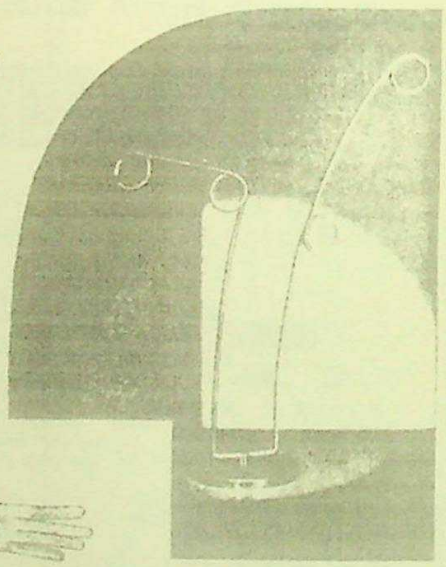
CLIP TYPE DISPLAYS
36 HANDKERCHIEFS →

No. 1165 Ea. $9.00
Handkerchief Display. ¼x28" standard, with three sets of display arms. Four arms to a set, tree-type effect. 36 snaps for holding handkerchiefs. 3½x5½" card holder for top. CHROME finish.



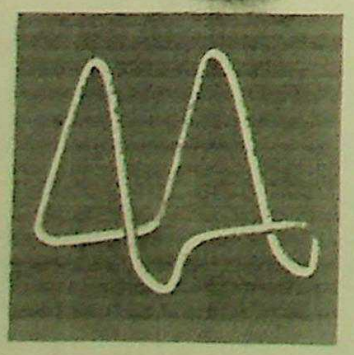
LOOP TYPE HANDKERCHIEF DISPLAYER

No. 559AS
Ea. $3.50
Handkerchief Display. 5x6" unpolished cast base with screw holes. 3/8x20" standard. Two adjustable sets tilted loop end display arms. Holds 12 handkerchiefs. Clip ticket holder at top. Silvertone finish.
No. 559AC
Ea. $4.75
Chrome finish

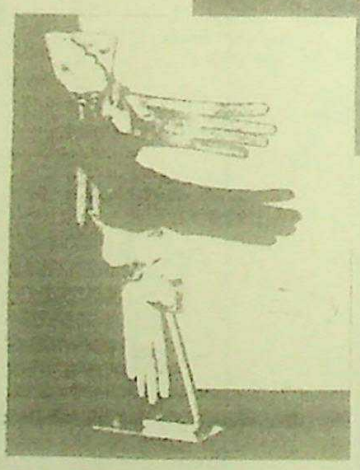


No. 1016 Ea. $3.75
A popularly priced mass handkerchief display for your counter. Segregates and individualizes each of eight handkerchiefs displayed. 24" high. Clip-type ticket holder at top. CHROME finish.

No. 68
Metal Easel
Silvertone. $1.35 Doz.
CHROME. $1.50 Doz.



No. 62
White Rubber-Covered Easel. 4½" high.
Doz.
$1.15

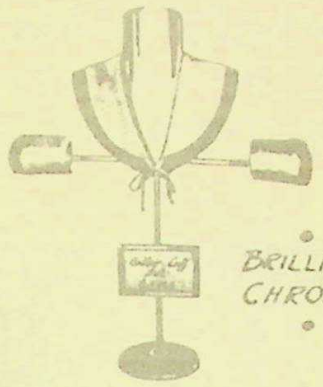


3 ARM DRAPE
No. 143 Ea. $4.00
One of the outstanding glove displayers on the market. Three 6" sliding arms, with ring at one end, sliding through angle bent standards. Effective for many other types of draping. 18" overall height. CHROME finish.

MULTIPLE LOOP DISPLAY

No. 1018
Ea. $1.80
A most effective LOW-PRICED counter displayer adaptable for scarves, gloves, handkerchiefs, or beads. 16" high. Four 1¼" display loops. CHROME finish.

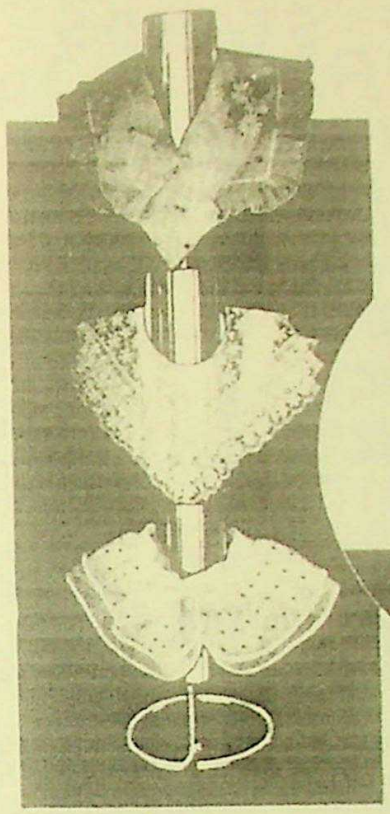
COMBINATION ALL-METAL COLLAR & CUFF



BRILLIANT CHROME

No. 35C-285 Each $5.45
Collar and Cuff Display. 3/8x24" standard with adjustable CHROME collar shield 10½x10½", with 14" cross arm with metal cuff holders at ends. 3½x5½" adjustable card holder. CHROME finish.

3 TIER MASS COLLAR
for counter or window

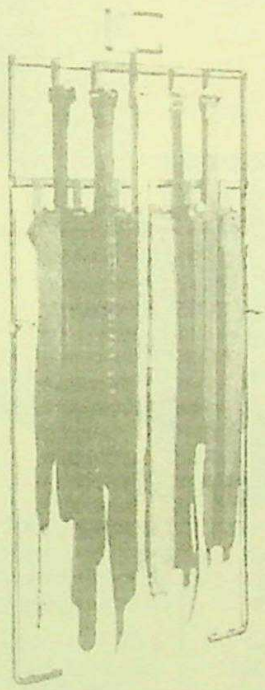


Feature the display of ladies' collars with these beautiful, specially designed fixtures. Create a mass or single effect for window or counter. Sell more collars.

POLISHED GLASS COLLAR SHIELD

No. 2067 Ea. $2.25
Beautiful polished glass single ladies'-collar displayer. Ideal for spot locations on counter. Collar drapes over attractive polished edge, shoulder shaped glass panel, 10½x10½". Mounted in 5" CHROME base.

No. 2027 Ea. $8.00
A Multiple Ladies' Collar Displayer.
Display your collars on beautiful CHROMIUM shields, 10½x10½". Overall height 36". CHROME finish.
No. 248 Ea. $2.00
Form only, slips 3/8" standard. CHROME finish.

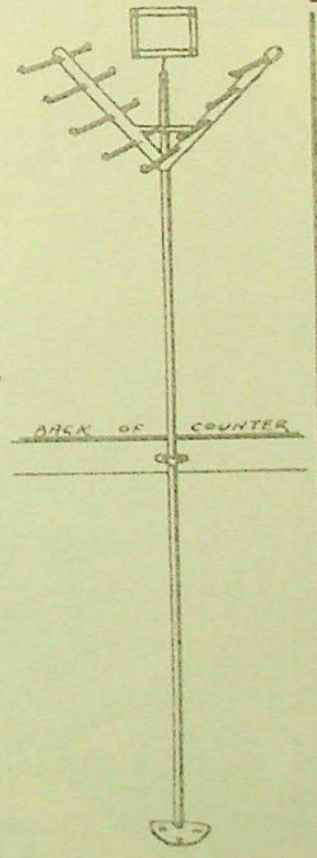


BACK COUNTER LADIES BELTS

No. 2005S
Each $5.25
5/8" standard, 55" overall. 26½" wide. Equipped with 2 cross bars, total of 11 hooks with turned-up ends. Supplied with 2 counter straps. 3½x5½" card holder. Silvertone finish.

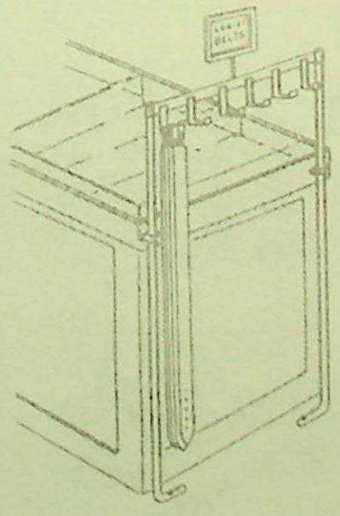
No. 2005C
Chrome finish
Ea. $6.90

LADIES BELTS



No. 388
Ea. $7.25
V-Type Belt Displayer. 8 flat cross arms 9" long, projecting front and rear. Top attached to 5/8x72" standard. 4" half flange base. Counter strap. 3½x5½" card holder at top. Silvertone finish.

END COUNTER LADIES BELTS

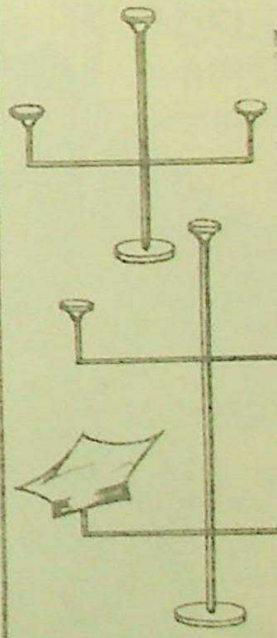


No. 2033S
Each $4.75
42" high. 26½" wide. One cross bar with six flat extending turned-up end hooks. 3½x5½" card holder in center at top. Equipped with 2 counter straps. Silvertone finish.

No. 2033C
Chrome finish
Ea. $6.00

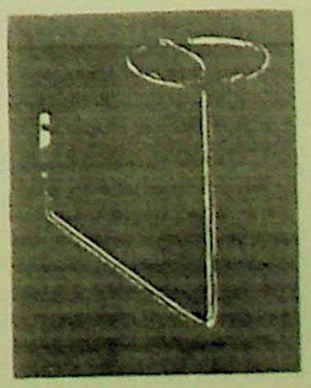
MILLINERY DEPARTMENT

Smart! Multiple Hat Displayers-chrome finish



No. 5012 Ea. $3.50
Triple-Hat Stand creates interesting arrangement. 4"x30" upright. Cross arm 22" spread. Base black, balance Polished CHROME finish.

No. 5013
Ea. $6.00
Same as No. 5012, except with two cross arms, standard 40" high.

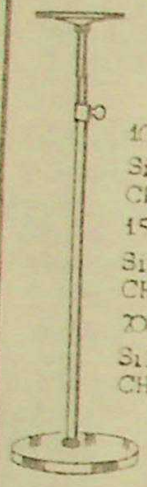


WALL HAT BRACKET

No. 332 Doz. $1.25
Metal Wall-Type Hat Bracket. Attaches inside of wall cases or on wall case pilasters. 3/16" copper rod. Screws included.
Silvertone finish

MILLINERY DEPARTMENT

HAT STANDS

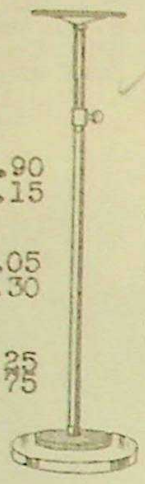


No. 35-304

10/20" extension.
Silvertone Ea. $1.90
CHROME Ea. $1.15

15/30" extension.
Silvertone Ea. $1.05
CHROME Ea. $1.30

20/40" extension.
Silvertone Ea. $1.25
CHROME Ea. $1.75

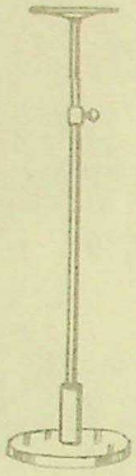


No. 22-304
CHROME finish.

10/20" extension.
Ea. $1.60

15/30" extension.
Ea. $1.75

20/40" extension.
Ea. $2.00

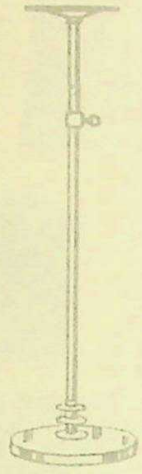


No. 19-304
CHROME finish.

10/20" extension.
Ea. $1.60

15/30" extension.
Ea. $1.75

20/40" extension.
Ea. $2.00



No. 23-304
CHROME finish.

10/20" extension.
Ea. $1.60

15/30" extension.
Ea. $1.75

20/40" extension.
Ea. $2.00

MILLINERY · HEAD · STANDS

No. 35-295
5/8" standard, 7" base.
24" high.
Silvertone Ea. $1.60
CHROME Ea. $1.95
30" high.
Silvertone Ea. $1.60
CHROME Ea. $1.95
36" high.
Silvertone Ea. $1.60
CHROME Ea. $1.95

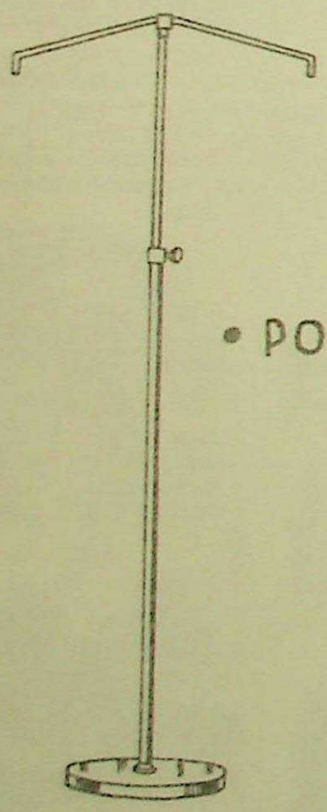
No. 22-295
5/8" standard, 7" base.
24" high.
CHROME Ea. $2.60
30" high.
CHROME Ea. $2.60
36" high.
CHROME Ea. $2.60

No. 19-295
5/8" standard, 7" base.
24" high.
CHROME Ea. $2.60
30" high.
CHROME Ea. $2.60
36" high.
CHROME Ea. $2.60

No. 23-295
5/8" standard, 7" base.
24" high.
CHROME Ea. $2.60
30" high.
CHROME Ea. $2.60
36" high.
CHROME Ea. $2.60

LADIES READY TO WEAR DEPARTMENT

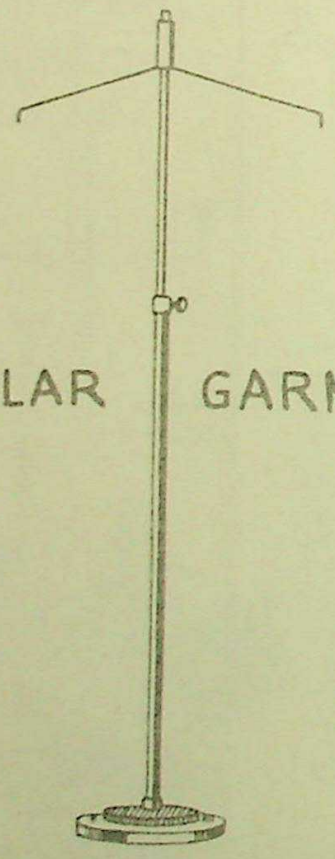
• POPULAR GARMENT STANDS •



No. 35-636

30/60" extension.
Silvertone Ea. $2.20
CHROME Ea. $3.10

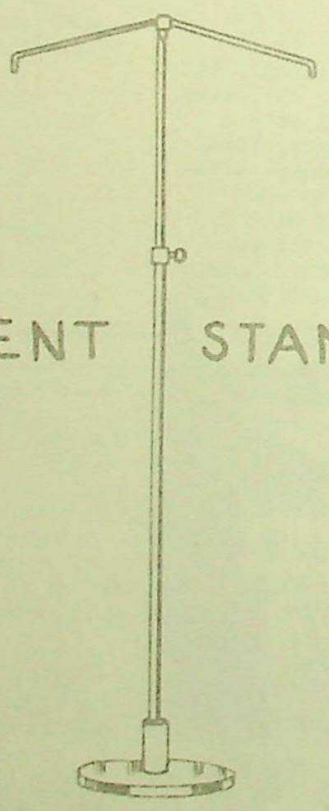
36/72" extension.
Silvertone Ea. $2.75
CHROME Ea. $3.55



No. 22-655

30/60" extension.
CHROME Ea. $3.85

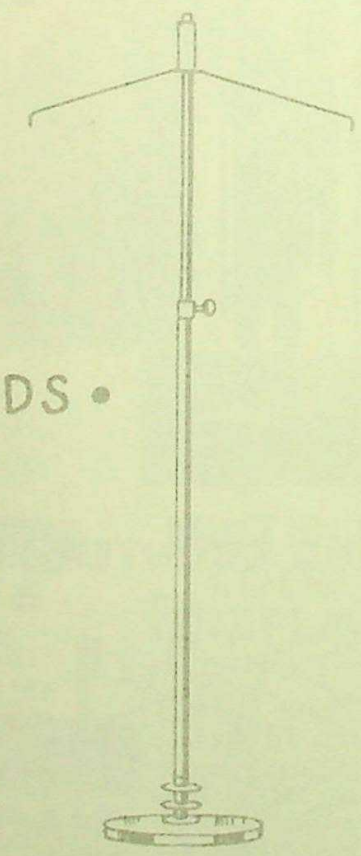
36/72" extension.
CHROME Ea. $4.95



No. 19-636

30/60" extension.
CHROME Ea. $3.60

36/72" extension.
CHROME Ea. $4.70



No. 23-655

30/60" extension.
CHROME Ea. $3.85

36/72" extension.
CHROME Ea. $4.95

LADIES READY TO WEAR DEPARTMENT

New Sensational... GARMENT RACKS

OFFERING YOU A BIGGER VALUE....

SILVERTONE FINISH WITH CHROME HANGING RAILS

"Longer wearing where the wear comes"

Glide base racks for permanent location. Made of heavy-wall 1-1/16" tubing. 18" cast bases.

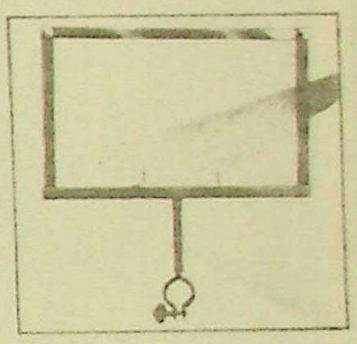
No. 3000 - 48" x 48"		
Silvertone	Ea.	$7.50
CHROME	Ea.	$9.25
No. 3001 - 66" x 48"		
Silvertone	Ea.	$8.25
CHROME	Ea.	$10.20
No. 3006 - 66" x 60"		
Silvertone	Ea.	$8.50
CHROME	Ea.	$11.00
No. 3004 - 66" x 66"		
Silvertone	Ea.	$8.75
CHROME	Ea.	$11.20
No. 3005 - 66" x 72"		
Silvertone	Ea.	$9.10
CHROME	Ea.	$11.55

Bronze prices same as Silvertone. Please specify.

No. 765

Bronze or Silvertone Ea. $ .30
CHROME Ea. $ .50

This rack size divider clamps on your rack hanging rail. Takes ticket for sizing 2¼"x 2¼". Double faced. Keeps garments always properly sized on display racks.



No. 760
Silvertone Ea. $ .75
CHROME Ea. $1.00
5½x7" frame, fits 1-1/16" tubing.

No. 762
Silvertone Ea. $ .90
CHROME Ea. $1.10
7x11" frame, fits 1-1/16" tubing.

For larger-sized clamps to fit special tubing add 20% to above prices.

POPULAR EXTENDED ARM LADIES DRESS RACK

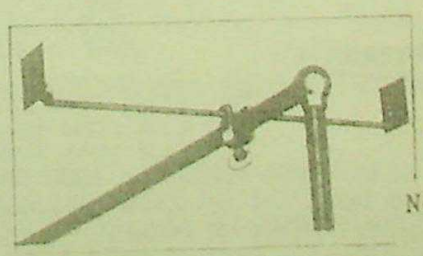
The popular Ruber-Tired-Caster Racks. Built of 1-1/16" heavy-wall tubing. Substantial 16" cast underslung bases. Equipped with 3" rubber-tired caster.

No. U3010 - 48" x 48"		
Silvertone	Ea.	$9.60
CHROME	Ea.	$11.35
No. U3011 - 66" x 48"		
Silvertone	Ea.	$10.45
CHROME	Ea.	$12.45
No. U3016 - 66" x 60"		
Silvertone	Ea.	$10.90
CHROME	Ea.	$13.20
No. U3014 - 66" x 66"		
Silvertone	Ea.	$11.10
CHROME	Ea.	$13.50
No. U3015 - 66" x 72"		
Silvertone	Ea.	$11.25
CHROME	Ea.	$13.75

Bronze prices same as Silvertone. Please specify.

No. 946-CH
Each $.90
Rack Cross Bar with turned-up ends. 22" spread. 2-1/8x 2-3/4" ticket holders. Silvertone finish.

No. 946½ Ea. $.85
Same as above, without card holders.



No. 946-C Ea. $1.35
CHROME finish

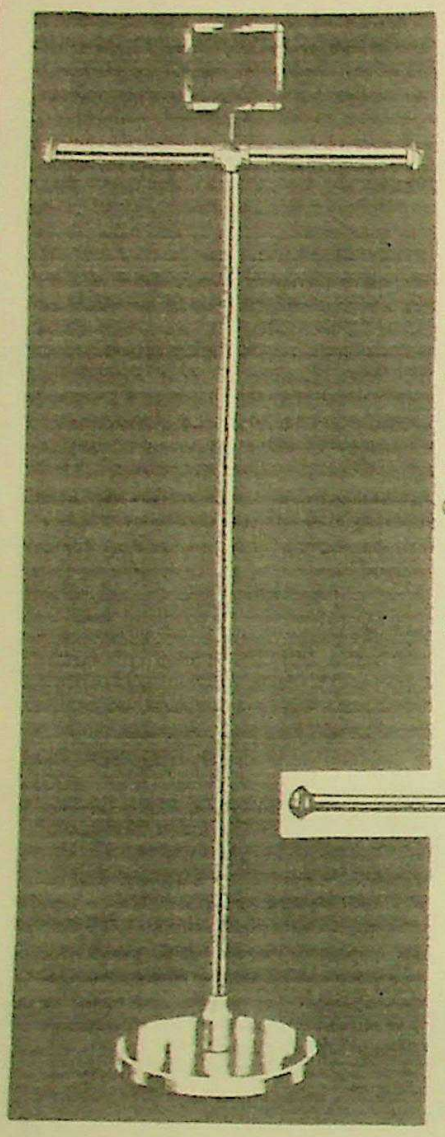
No. 3410S Ea. $12.90
Here's the popular, modern, extended-arm garment rack. 66" high by 72" long of 1-1/16" heavy-wall tubing. A well-built, beautifully designed rack, with ornamental cast base. Extended hanging arms for fast and efficient selling. Silvertone finish with CHROME hanging rail.

No. 3410C Ea. $16.95
Same as above, all CHROME finish with silver trim.

Black trim optional - please specify.

LADIES READY TO WEAR DEPARTMENT

. POPULAR GARMENT RACKS .



· SMART · LOW PRICED

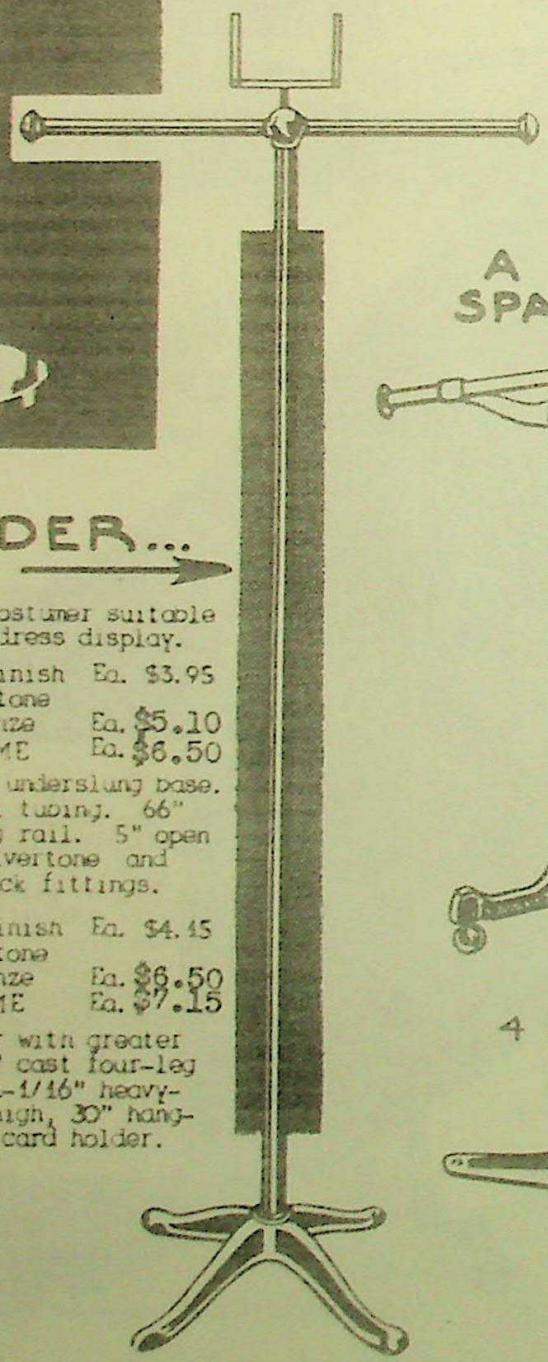
No. 3089C — Ea. $9.75
The Nation's leading costumer value. Sturdily constructed. Extra heavy 14" cast base. 66" high. 24" hanging rail. 5½x7" "MONITOR" card holder. CHROME finish, Silvertone trim.

No. 3089S — Ea. $9.10
Same as above, Silvertone finish with CHROME hanging rail.

No. 3093C — Ea. $13.00
Same rack as above, except 16" heavy disc base with second disc. 30" hanging rail. A truly heavy-duty rack. CHROME finish with Silvertone trim.

No. 3093S — Ea. $11.50
Same as above, except Silvertone with CHROME hanging rail.

Black trim optional. Please specify.



The LEADER...

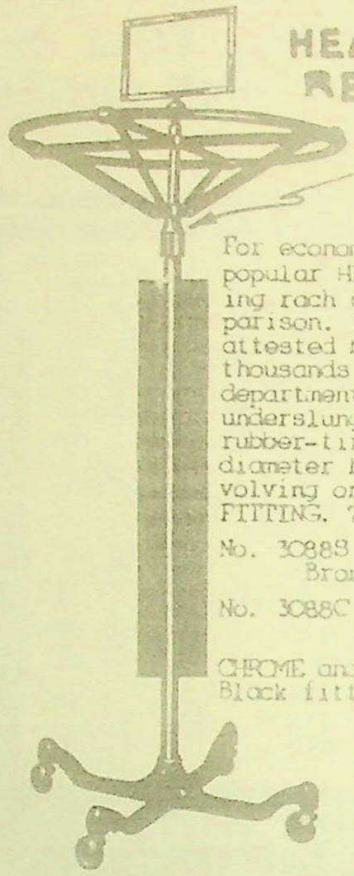
Sturdy, durable costumer suitable for all types of dress display.

No. 924D - Duro finish — Ea. $3.95
No. 924S - Silvertone or Bronze — Ea. $5.10
No. 924C - CHROME — Ea. $6.50

18" four-leg cast underslung base. 1-1/16" heavy-wall tubing. 66" high. 24" hanging rail. 5" open card holder. Silvertone and CHROME with Black fittings.

No. 925D - Duro finish — Ea. $4.45
No. 925S - Silvertone or Bronze — Ea. $6.50
No. 925C - CHROME — Ea. $7.15

A heavier costumer with greater hanging space. 22" cast four-leg underslung base. 1-1/16" heavy-wall tubing. 66" high, 30" hanging rail, 5" open card holder.



HEAVY DUTY REVOLVING

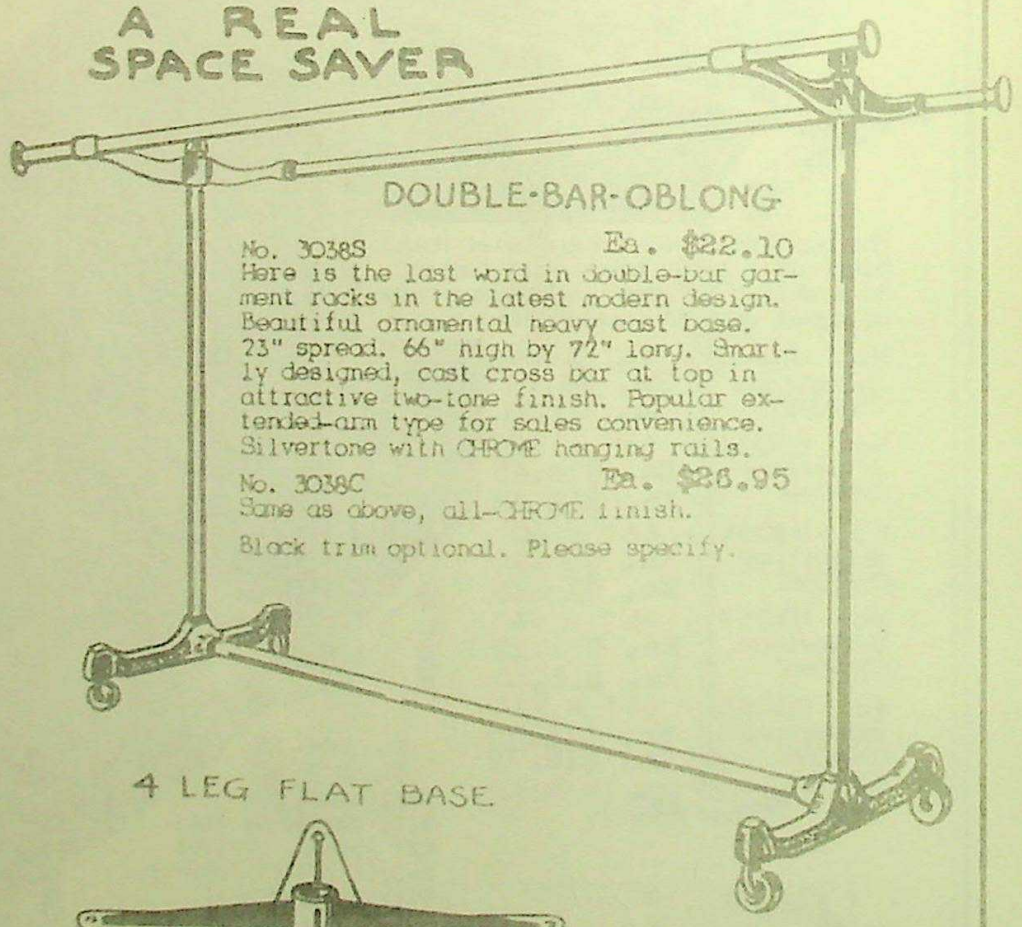
BALL BEARING FITTING

For economy of space this popular HEAVY-DUTY revolving rack challenges comparison. Its popularity is attested by its use in thousands of ready-to-wear departments. 66" high, 29" underslung cast base with rubber-tired casters. 31" diameter hanging ring revolving on BALL-BEARING FITTING. 7x14" card holder.

No. 3088S - Silvertone or Bronze — Ea. $17.15
No. 3088C - CHROME finish. — Each $21.95

CHROME and Silvertone with Black fittings.

A REAL SPACE SAVER



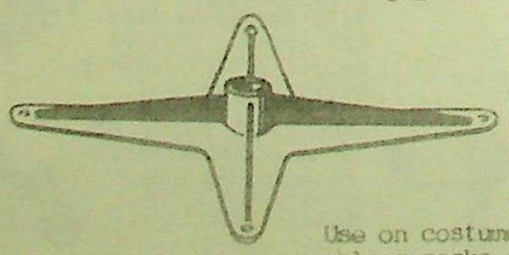
DOUBLE-BAR-OBLONG

No. 3038S — Ea. $22.10
Here is the last word in double-bar garment racks in the latest modern design. Beautiful ornamental heavy cast base. 23" spread. 66" high by 72" long. Smartly designed, cast cross bar at top in attractive two-tone finish. Popular extended-arm type for sales convenience. Silvertone with CHROME hanging rails.

No. 3038C — Ea. $26.95
Same as above, all-CHROME finish.

Black trim optional. Please specify.

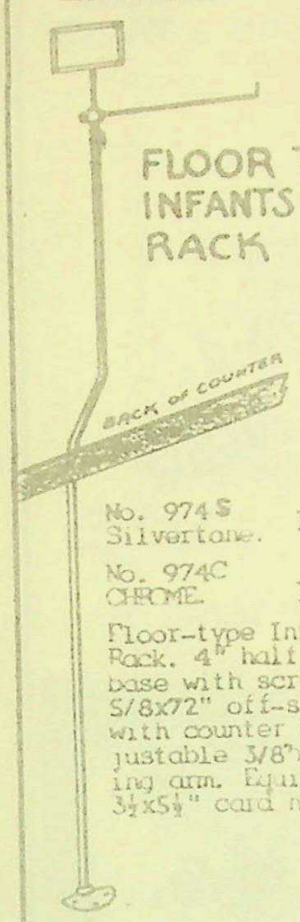
4 LEG FLAT BASE



No. 472 - Cast iron 4-leg flat base to fasten to floor with screws. Use on costumer racks, on 3000 series oblong racks for permanent attachment to floor. Price on request.

INFANT'S WEAR DEPARTMENT

FLOOR TYPE INFANTS WEAR RACK



No. 974S Ea. $2.65
Silvertone.

No. 974C Ea. $3.85
CHROME.

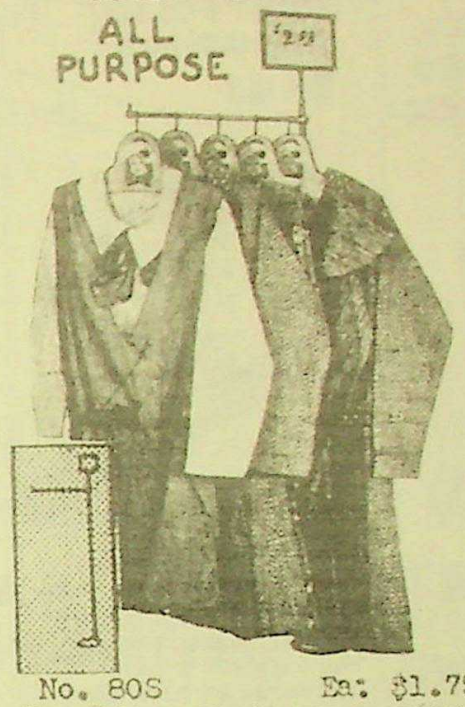
Floor-type Infants'-Wear Rack. 4" half flange cast base with screw holes. 5/8x72" off-set standard with counter strap. Adjustable 3/8"x12" hanging arm. Equipped with 3½x5½" card holder at top.

STEP-UP WITH COLORED WOOD HANGERS

No. 35-690-C Ea. $3.00
Five Decorative Wood Hangers. 15/30" extension. 6" base. Silvertone finish.

No. 35C-690 Chrome finish Ea. $3.75

•COUNTER TYPE• ALL PURPOSE



No. 80S Ea. $1.75
Forcefully calls lingerie, infants' wear, blouses, or sweaters to your customers' attention. 36" high. 12" extending arm. 3½x5½" card holder. 4" half flange base fastens to counter top. Silvertone finish.

No. 80C Chrome finish Ea. $2.75

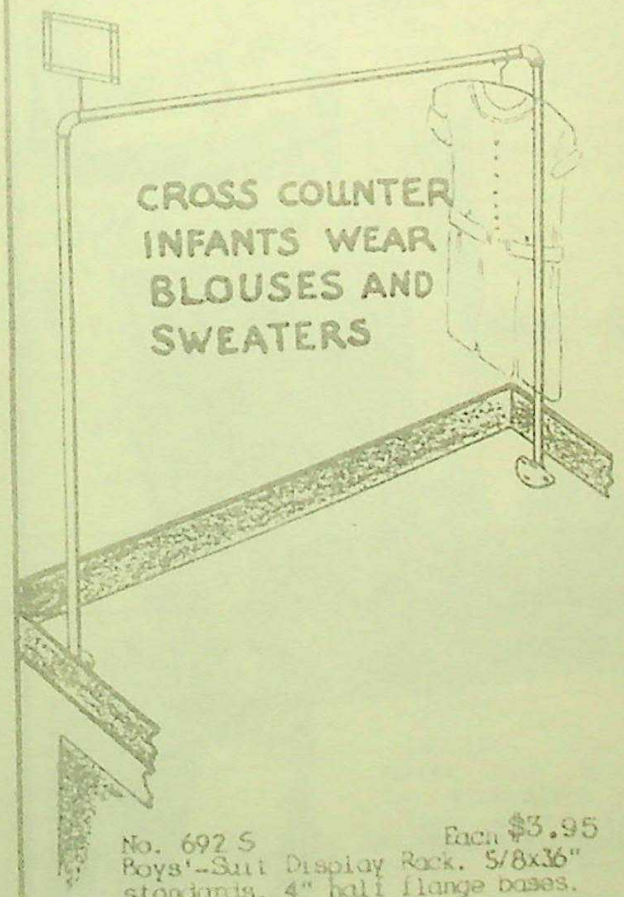
SINGLE BABY BONNET

No. 1170A Ea. $1.90
⅛x8" upright. Baby-Bonnet Top. CHROME finish.

No. 1170B Ea. $1.90
Same as above, 10" high. CHROME finish.

No. 1170C Ea. $1.90
Same as above, 12" high. CHROME finish.

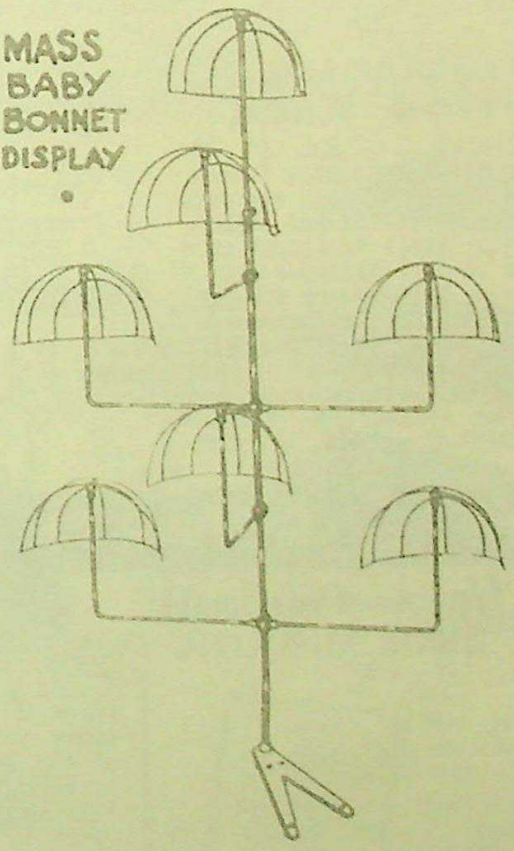
CROSS COUNTER INFANTS WEAR BLOUSES AND SWEATERS



No. 692 S Each $3.95
Boys'-Suit Display Rack. 5/8x36" standards. 4" half flange bases. Top cross bar 25" long. Equipped with 3½x5½" card holder. Silvertone finish.

No. 692C Chrome finish Ea. $4.90

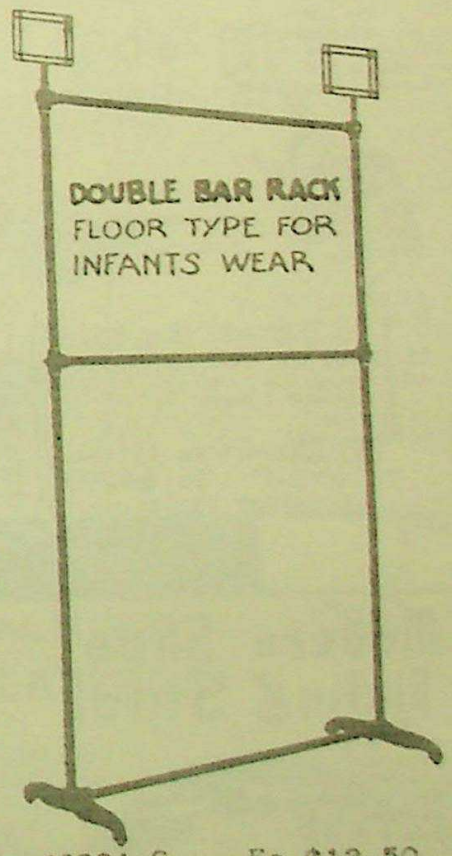
MASS BABY BONNET DISPLAY



No. 308A S Ea. $7.50
Baby-Bonnet Displayer. Boot jack base with screw holes. 3/8x42" standard. Two turned-up 15" spread double-cross arms extensible. Two 5½" single adjustable arms. Equipped with seven baby-bonnet tops. Silvertone finish.

No. 308AC Chrome finish Ea. $9.00

DOUBLE BAR RACK FLOOR TYPE FOR INFANTS WEAR



No. 4686A-S Ea. $13.50
Popular Double-Rail Infants' Wear Floor-Type Garment Rack. Center rail extensible. 1-1/16"x66" high by 66" long. 18" cast glide bases. Equipped with two 7x11" card holders. Silvertone finish.

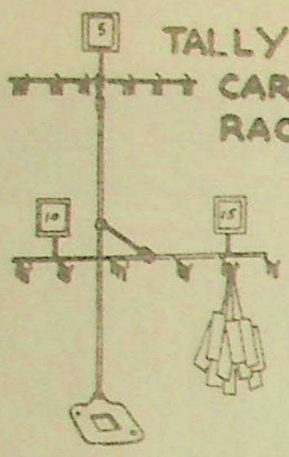
No. 4686A-C CHROME Ea. $18.00

No. 4686C-S Ea. $12.50
Same as above, except 66"x48".

No. 4686C-C CHROME Ea. $14.50

STATIONERY & NOTION DEPARTMENT

TALLY CARD RACK



No. 1234
Silvertone Each $5.40
CHROME Each $7.90
Popular Mass Tally-Card Display. 5x6" flat cast base. 20/40" extension. 14½" top with 6 turned-up hooks. Bottom cross bar 14½" with 6 hooks extending out from standard 5". Equipped at top with 3½x5½" card holder.

No. 983-C - Ea. $3.60
CHROME finish.

20" standard. 16" square rod top. Eight arms. 3½ x 5½" card holder at top. 5" x 6" flat cast unpolished base.

No. 983-S Ea. $2.50
Silvertone finish.

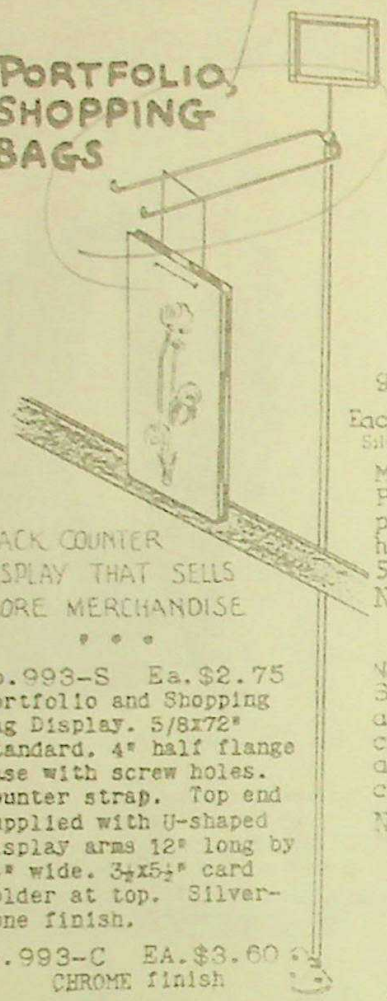
DOILY RACK

USE FOR TALLIES FRY-PANS AND STRAINERS

No. 972-S Ea. $3.85
Doily, Tally Card, Fry Pan Strainer Display. 28" high. 18" extending arm with 7 hooks. 5½" x 7" card holder.

Silvertone finish.
No. 972-C Ea. $4.60
CHROME finish.

PORTFOLIO, SHOPPING BAGS



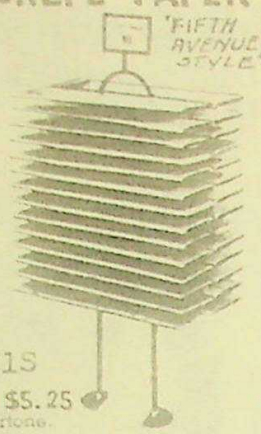
BACK COUNTER DISPLAY THAT SELLS MORE MERCHANDISE

• • •

No. 993-S Ea. $2.75
Portfolio and Shopping Bag Display. 5/8x72" standard. 4" half flange base with screw holes. Counter strap. Top end supplied with U-shaped display arms 12" long by 2½" wide. 3½x5½" card holder at top. Silvertone finish.

No. 993-C EA. $3.60
CHROME finish

CREPE PAPER



971S
Each $5.25
Silvertone.

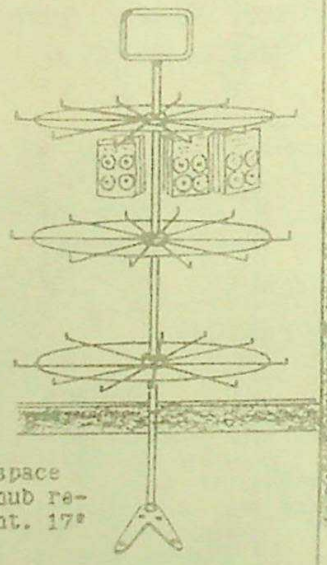
Mass Display for Crepe Paper, in either flat packages or rolls. 35" high. 12" cross arms. 5½x5½" card holder.

No. 971C Ea. $7.00
Chrome Finish.
Silvertone

No. 975S Each $6.50
Same as above, except additional flat metal cross bars mounted across each set of cross arms.

No. 975C Ea. $10.00
Chrome

REVOLVING BUTTON RACK



No. 980-S Ea. $7.95
Three-Circle Revolving Button Display Rack. 8" cast bootjack base. ½x36" balled-end standard with 3½x5½" "MONITOR" card holder at top. Equipped with 3 revolving button-card display rings, each with 12 turned-up arms having a 2½" card-hanging space at ends. Arms centered in cast hub revolving and adjustable on upright. 17" diameter. Silvertone finish.

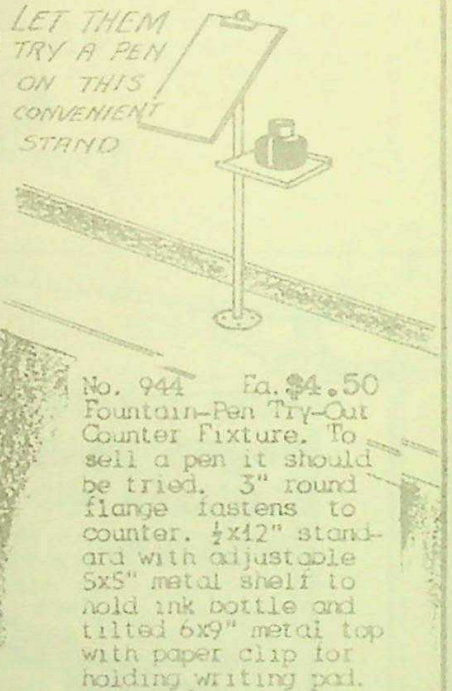
No. 980-C Ea. $8.75
CHROME finish

NOTEBOOK & TRAYS

No. 979-S Ea. $3.75
42" high overall. 15" deep. 7½" wide. 4" full round flange base. Four wire arches. Bottom of first arch 14" above counter. 3½ x 5½" card holder. Silvertone

No. 979-C Ea. $5.00
CHROME finish.

"Fifth Avenue"



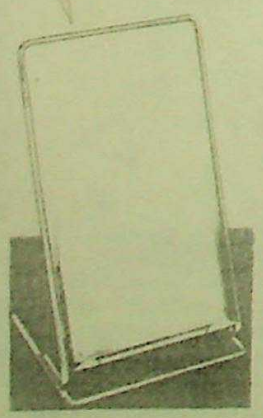
No. 944 Ea. $4.50
Fountain-Pen Try-Out Counter Fixture. To sell a pen it should be tried. 3" round flange fastens to counter. ½x12" standard with adjustable 5x5" metal shelf to hold ink bottle and tilted 6x9" metal top with paper clip for holding writing pad. CHROME finish.

SHOE DEPARTMENT

Modern Shoe Fitting Stool

Heavy Duty Fitting Stool
No. 1021 Ea. $11.25
Sturdy, heavy-duty, shoe-fitting stool for smart shoe departments. Brilliant, polished CHROME tubing combined with attractive, black, padded leather seat.
14" height. 24" overall length.

You need this Smart SHOE MIRROR

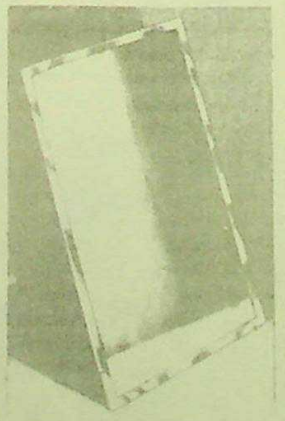


1005

No. 1007
Silvertone Each $5.50
CHROME Each $7.40
Tilted with 12x18" mirror, inset in rubber insulated heavy channel. Metal handle at top. An inexpensive, yet attractively modern, shoe fitting mirror at a POPULAR PRICE.

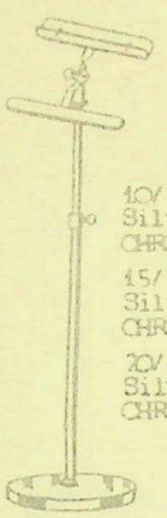
No. 1005
Silvertone Each $7.50
CHROME Each $9.00
A smart modern tilted 12x18" vertical shoe mirror. Set in rubber-insulated extra heavy channel metal frame, backed with metal sheet. Adaptable for use in finest shoe departments.

1007



SHOE DEPARTMENT

REFER TO PAGE 27 FOR ADDITIONAL SHOE TOPS ADD OR SUBTRACT DIFFERENCE IN PRICE SHOWN & TOP DESIRED

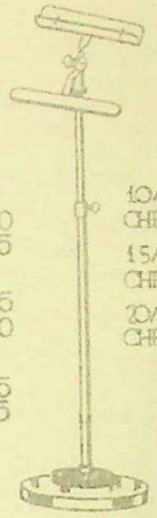


No. 35-482

10/20" extension.
Silvertone Ea. $1.30
CHROME Ea. $1.45

15/30" extension.
Silvertone Ea. $1.45
CHROME Ea. $1.60

20/40" extension.
Silvertone Ea. $1.55
CHROME Ea. $2.05

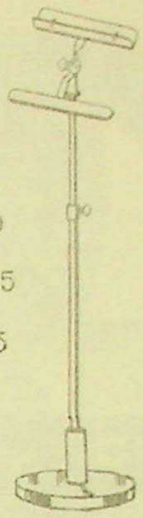


No. 22-482

10/20" extension.
CHROME Ea. $1.90

15/30" extension.
CHROME Ea. $2.05

20/40" extension.
CHROME Ea. $2.25

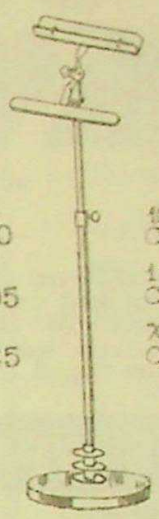


No. 19-482

10/20" extension.
CHROME Ea. $1.90

15/30" extension.
CHROME Ea. $2.05

20/40" extension.
CHROME Ea. $2.25



No. 23-482

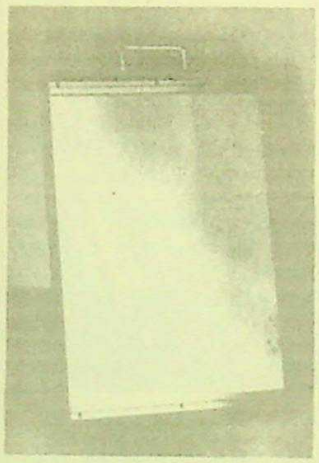
10/20" extension.
CHROME Ea. $1.90

15/30" extension.
CHROME Ea. $2.05

20/40" extension.
CHROME Ea. $2.25

LOW PRICED SHOE DEPARTMENT FITMENTS

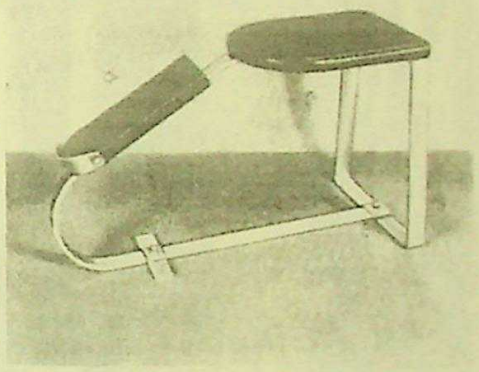
FOR EVERYDAY NEEDS



SHOE MIRROR

No. 1008 Ea. $3.95

The OUTSTANDING LOW-PRICED Shoe Fitting Mirror on the market. Tilted at the proper angle, with 12x18" mirror. Mounted on attractive black metal background. Metal back rest. Trim Silvertone finish.



SHOE FITTING STOOL

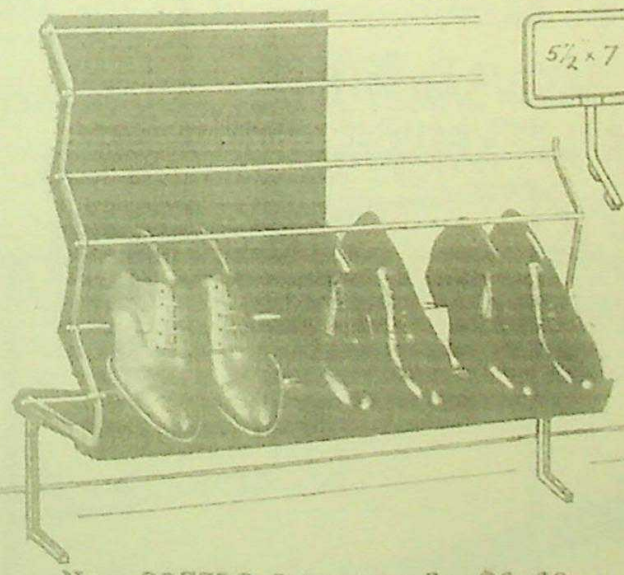
No.1011
EACH $4.95

THE LEADER in a low-priced shoe fitting stool. Rubber-covered foot rest, metal heel clip. Wood seat, ebony finish. Silvertone electroplated metal.

Each $.65 Silvertone
Each $.75 CHROME

No. 479
The outstanding popular low single shoe display. Places shoe at correct angle. Specify finish.

OVER COUNTER MASS DISPLAY



No. 753-S
Ea. $.65
Silvertone

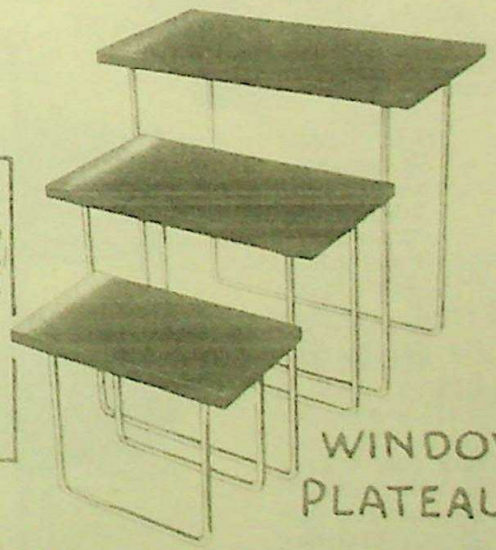
No. 753-C
Ea. $.90
CHROME
Clamps on top two cross bars

No. 20731S Silvertone Ea. $6.60
No. 20731C CHROME Ea. $8.75

Over-Counter Mass Shoe Display Rack. 34" overall height. 25" long, 10" deep. Holds three rows of shoes, each row stepped back slightly. Standard 12" high.

No. 2073SL Silvertone Ea. $7.10
No. 2073CL CHROME Ea. $9.90

Same as above, but rear cross arms for shoes drop 1" to take slippers.



WINDOW PLATEAUS

Smart, modern, low-priced plateaus with black wood tops and CHROME legs.

No. 826. 8 x 14" wood top. 10" high ..... Each $4.25
No. 827. 10 x 18" wood top. 15" high ..... Each 4.50
No. 828. 12 x 22" wood top. 20" high ..... Each 4.75

Wood tops supplied in Ebony finish only.

Per Doz. $1.50
CHROME Finish.
Per Doz. $1.20
Silvertone Finish.

No. 432
Metal Shoe Heel Rest.

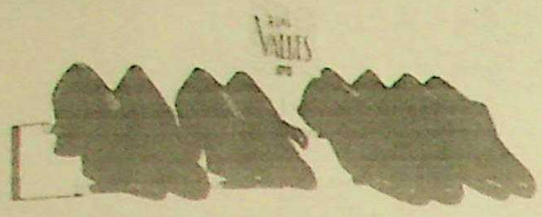
Each $1.35

No. 468
A new low double shoe display. Works ideally in your shoe windows. CHROME Finish.

Each $2.50
No. 2080

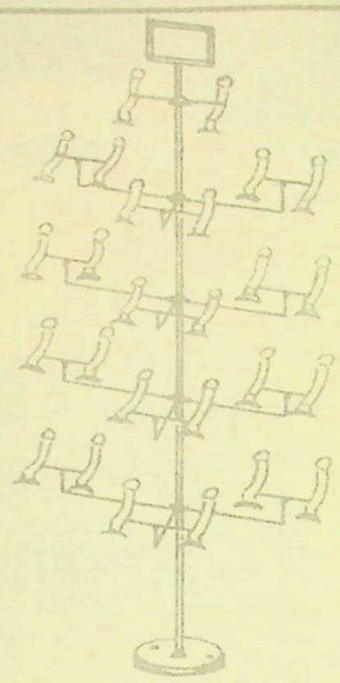
A CHROME single shoe display, also adaptable for bags, perfumes, and other small articles. Polished chrome background reflects merchandise and makes this a truly great feature displayer. 9" high, 13" across, felted bottom. CHROME Finish.

WALL-TYPE SHOE RACK



No. 609 Ea. $ .80
Wall-Type Space-Saving Shoe Rack. Two metal rests for heel and toe. Fastens directly to wall. 33½" overall length. Equipped with clip-type ticket holder. Aluminum Bronze finish.

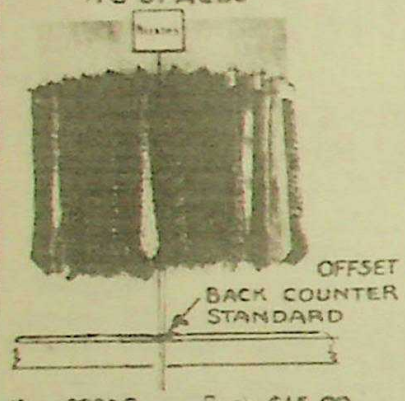
ONE SHOE FIXTURE
TRIMS A WHOLE WINDOW
Polished Chrome Finish



No. 5026 Ea. $16.50
Mass Shoe Fixture for Window Trim. Holds 26 shoes. 8" round base equipped with screw holes. ½x60" standard. Four only 17" three-way adjustable cross arms, each holding 3 pairs of shoes and one only individual shoe arm holding one pair of shoes. 3¼x5½" card holder at top. CHROME finish, shoe tops Silvertone.

MEN'S WEAR DEPARTMENT

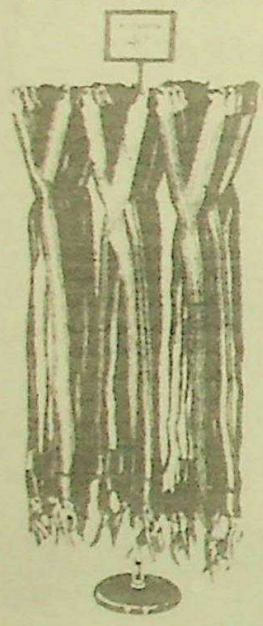
MASS DISPLAY
170 SPACES



No. 2028S Each $15.00
The Leading Syndicate Mass Necktie Rack. 17 arms for display. 10 spaces each. Shows 170 ties in very colorful effect. 7/8" sq. upright, 88" overall. 5½x 7" card holder. Equipped with counter strap and floor flange. Silvertone finish.

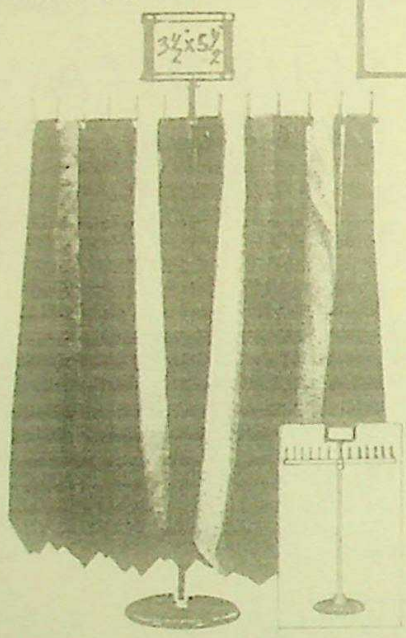
No. 2028C
Chrome finish
Ea. $19.50

COUNTER SUSPENDER



No. 35S-587 Each $2.95
Effectively displayed suspenders. 36" high. Three display spaces each side cross bar. Round base. 3½x 5½" card holder. Silvertone finish.

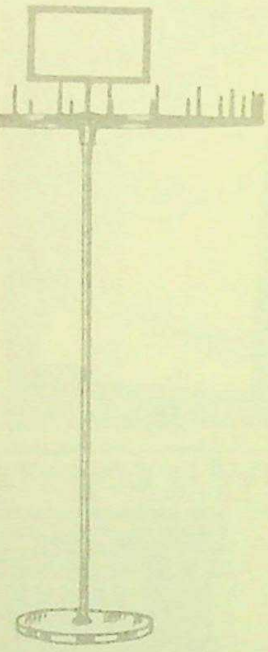
No. 35C-587 Chrome finish Ea. $4.50



SINGLE BAR TIE RACK

No. 35SCH 516 Silvertone Ea. $2.50
No. 35CCH 516 CHROME Ea. $3.75

Popular Counter Necktie Displayer. 24" high, with 10 tie spaces.

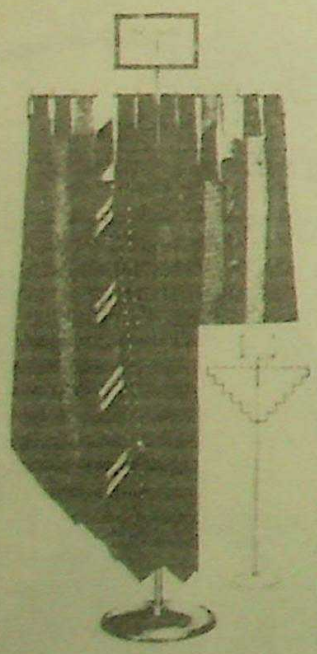


REVOLVING TIE STAND

No. 515S Ea. $5.75
Popular 16"-Diameter Revolving Necktie Stand. 24 spaces. 24" standard. 3½x 5½" card holder at top. Silvertone finish.

Same as above, CHROME finish.

No. 515C Ea. $8.50

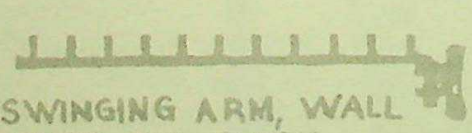


A NEW SHAPE TIE RACK

No. 5025
Ea. $4.25
Interesting New Step-Up Necktie Top. Shows patterns of all ties in an attractive new draping effect. ½x40" standard. 24 tie spaces. Equipped with 3½x5½" card holder at top.
Silvertone

'FUL-VU' X-SHAPE REVOLVING TIE RACK

No. 5021
Ea. $5.00
20" spread on top. Cross-shaped top holds literally hundreds of ties. 5" base with 3 screw holes. ½x30" upright. 3½x5½" card holder at top. Base Silvertone, balance CHROME finish.



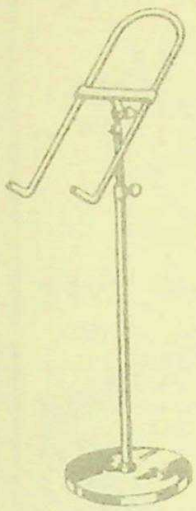
SWINGING ARM, WALL TYPE TIE RACK . . .

No. 511S Silvertone Ea. $ .75
No. 511C CHROME Ea. $1.25

Swinging Tie Bracket for fastening to wall case. 10 tie spaces.

MEN'S WEAR DEPARTMENT

SINGLE SHIRT DISPLAYER



No. 35S-684
Silvertone Ea. $1.30

No. 35C-684
CHROME Ea. $1.55

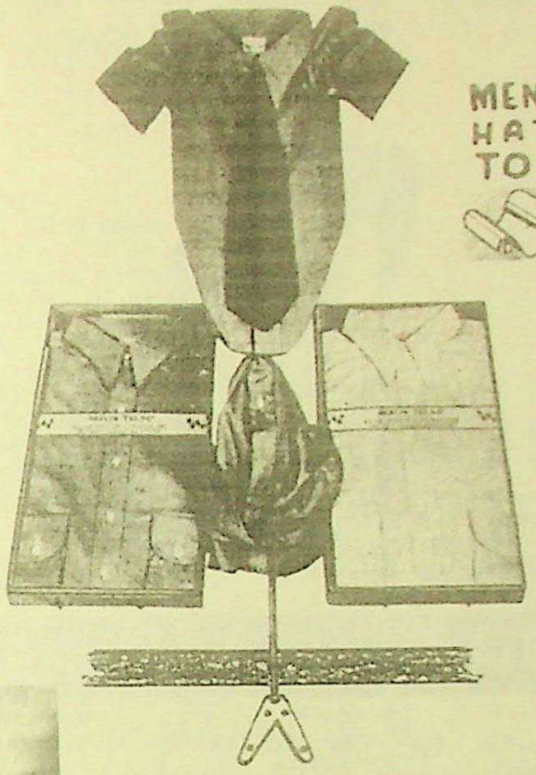
Men's Shirt Display Stand. With wire top. 15/20" extension.

No. 35S-684
Silvertone Ea. $1.50

No. 35C-684
CHROME Ea. $1.75

Men's Shirt Stand. With wide shoulder-shaped balsa wood top. 15/30" extension.

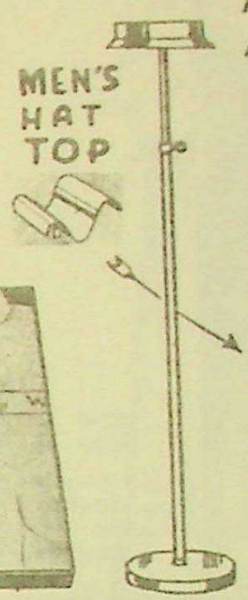
TRIPLE MASS DISPLAY



No. 682S Each $5.35
Men's-Triple-Shirt Display. 20/40" extension. Boot jack base with screw holes. Bottom double arm adjustable on standard. Wire tops as on No. 684 for holding boxed or plain shirt. Silvertone finish.

No. 682C Chrome finish Ea. $6.60

FOR COLLARS AND HATS



No. 35S-512
Silvertone Ea. $1.35

No. 35C-512
CHROME Ea. $1.50

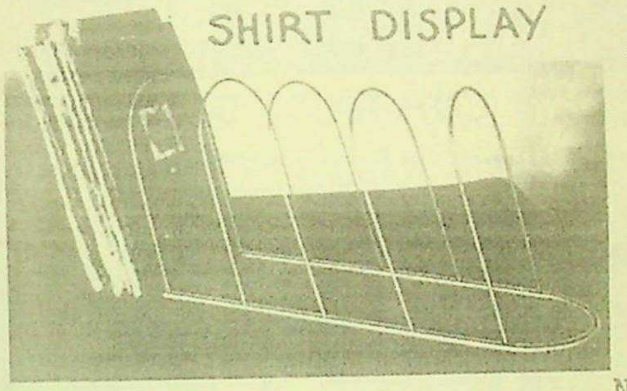
Men's-Collar Stand. Walnut top, 4" base 10/20" extension.

No. 35S-685
Silvertone Ea. $1.10

No. 35C-685
CHROME Ea. $1.35

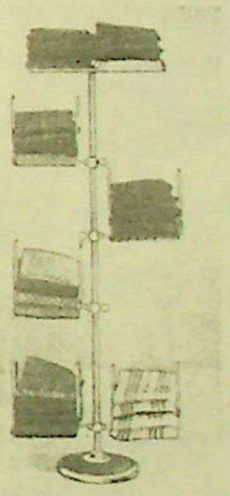
Men's-Hat Display. Metal specially formed top. 15/30" extension.

CROSS COUNTER SHIRT DISPLAY



No. 2087 Each $2.50
A cross-counter shirt displayer to show shirts in upright tilted position. Takes full or half-fold shirts, 26" long, 7½" wide, with 6 display spaces. Silvertone finish.

SHOW MORE MEN'S SOCKS



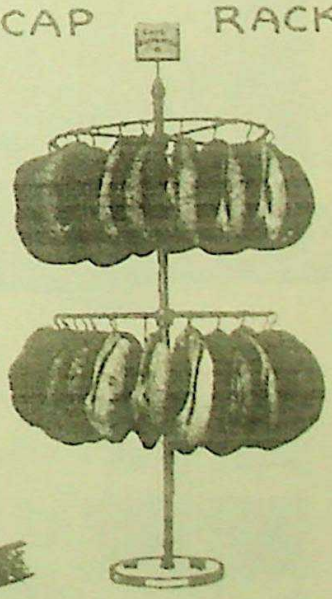
No. 2086
Each $6.90
Men's-Sock Display. A practical men's-sock window display-er, popular with syndicate stores. Also adaptable for counter use. Displays five stacks hosiery on side of stand, two stacks at top. 24" overall height. Base and standard CHROME finish, shelves Silvertone.

BACK COUNTER - RACK MEN'S HATS

No. 2034S Ea. $7.20
Effective Back-Counter Display Rack for Men's Hats. Shows 8 hats. Fastens to counter with boot jack bases. 44" high, 48" long, with 2 rectangular hat racks, each equipped with 4 pins for holding hats. 5½x7" card holder. Silvertone finish.

No. 2034C Chrome finish Ea. $9.00

REVOLVING CAP RACK

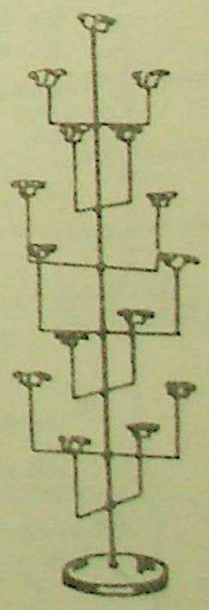


No. 589S Each $12.50
Popular Mass Revolving Cap Rack. 45" standard. Heavy 9" base with two 22" diameter adjustable display rings. 5½x7" card holder at top. Silvertone finish.

No. 589C Chrome finish Ea. $16.75

No. 33 Doz. $.45
Metal Cap Hanger. With hook to fit No. 998 cap rack. Nickel finish.

SHOW 15 MENS HATS ON THIS RACK



No. 5029 Ea. $12.00
Mass Men's Hat Display. Primarily for window use. 40" standard with seven 4x16" turned-up adjustable display arms. Specially formed men's hat tops. Stand holds 15 hats. CHROME finish.

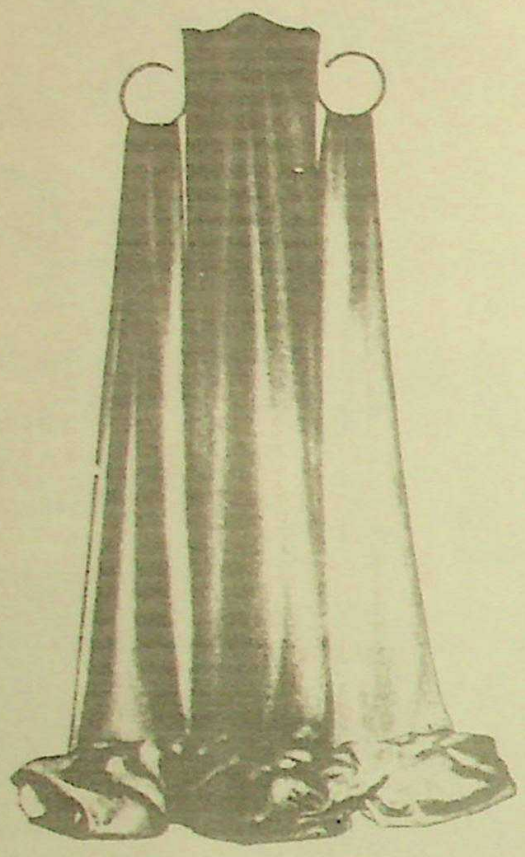
No. 5028 Ea. $10.75
Same as above for counter use. Adaptable for men's or women's hats. 58" high. Holds 13 hats. CHROME finish.

PIECE GOODS DEPARTMENT

DARLING

CURTAIN DEPARTMENT

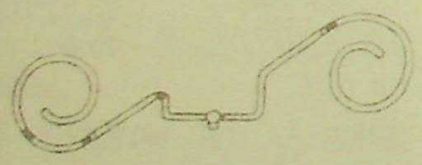
WINDOW DRAPING DISPLAYER



No. 35S-556 Silvertone Ea. $3.50
No. 35C-556 CHROME Ea. $5.50

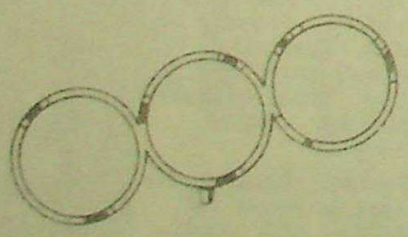
Draping Stand. Excellent for window displays. 36/72" extension. 24" top. 9" base.

OTHER POPULAR DRAPING TOPS



No. 35S-555 Silvertone Ea. $3.80
No. 35C-555 CHROME Ea. $5.80

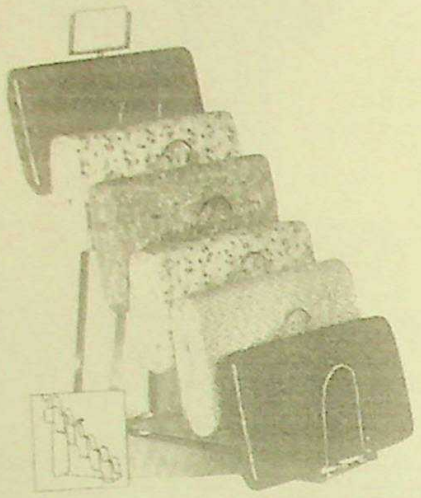
22" spread top as illustrated. Complete on stand shown at top of page.



No. 35S-625 Silvertone Ea. $4.45
No. 35C-625 CHROME Ea. $6.85

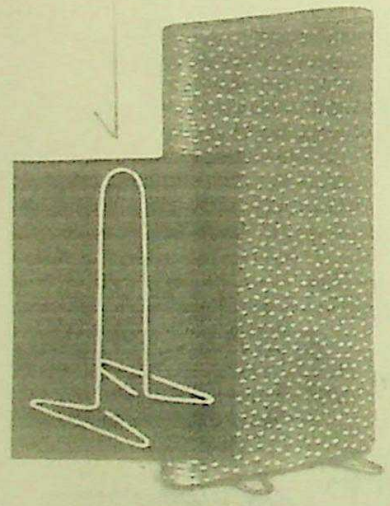
Three-Ring Drape Stand Top as Illustrated. Complete on stand shown at top of page.

STEP-UP COUNTER PIECE GOODS RACK



No. 592 Ea. $3.65
Bolt-Goods Displayer. Step-Up type with six display steps for bolts. 26" deep. 7" wide. 5" open card holder. Silvertone finish.

AN IDEAL..... MERCHANDISER

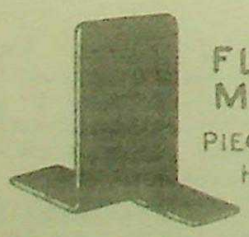


582BS Silvertone Doz. $1.80
582BC CHROME Doz. $4.00

A Heavy Wire Piece-Goods Holder. 8" high.

582S Silvertone Doz. $2.75
582C CHROME Doz. $5.55

Same as above. 12" high.

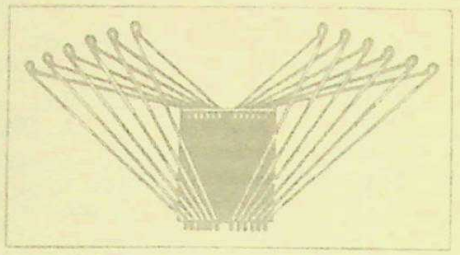


FLAT METAL PIECE GOODS HOLDER

No. 1112 Doz. $3.25

Flat-Metal Piece-Goods Holder. Silvertone finish.

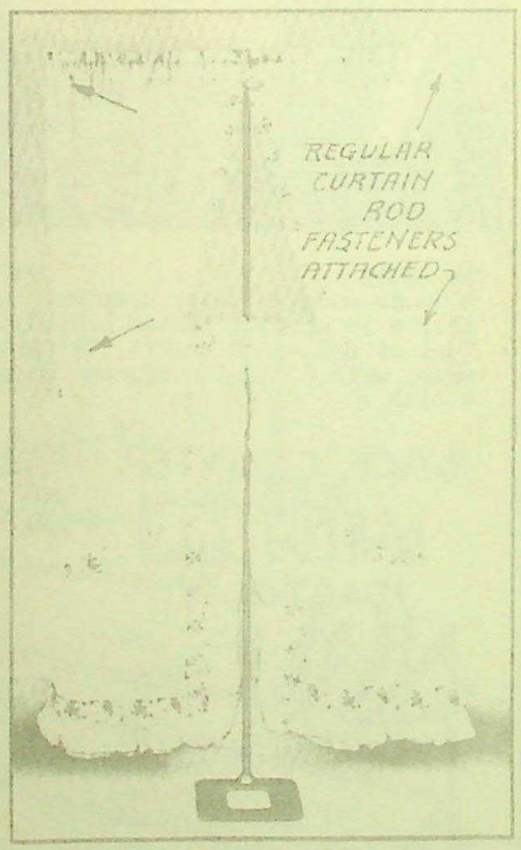
MASS SWINGING WALL RACK



MOST POPULAR TYPE

No. 28 Ea. $6.95
Wall-Type Curtain Displayer. Twelve 40"-spread swinging arms, which are fastened to 16x16" metal wall plate in silver-bronze finish. Displays various styles of curtains forcefully and conveniently. Silvertone finish.

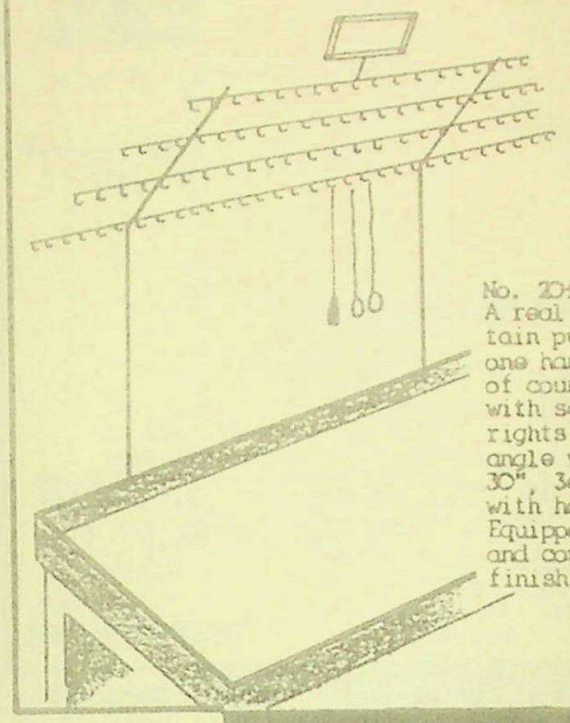
COUNTER-FULL LENGTH OR COTTAGE TYPE CURTAIN DISPLAY



No. 841 Each $3.85
Double-Arm Cottage Curtain Displayer. Fastens to counter. May be arranged in attractive rows, semi-crosswise of counter. Make the most of your counter space and show curtains naturally. Cross arms take ordinary curtain rod and fitments. Silvertone finish.

No. 842 Each $3.00
Same as above, except equipped with only top cross arm for drape of full-length curtains.

CURTAINS CONTINUED

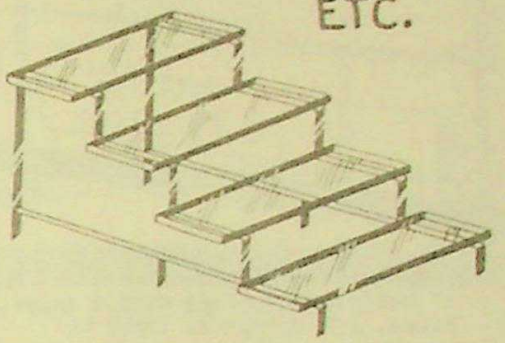


ONLY PRACTICAL WAY TO SHOW YOUR CURTAIN PULLS

No. 2041 Ea. $13.50
A real sales maker for your curtain pulls. Shows each and every one hanging attractively in back of counter. 4" half flange bases with screw holes. 5/8x72" uprights. Special bent top at 30° angle with 4 only cross bars of 30", 36", 42", and 48" lengths, with hooks spaced 2" apart. Equipped with 3½x5½" card holder and counter straps. Silvertone finish.

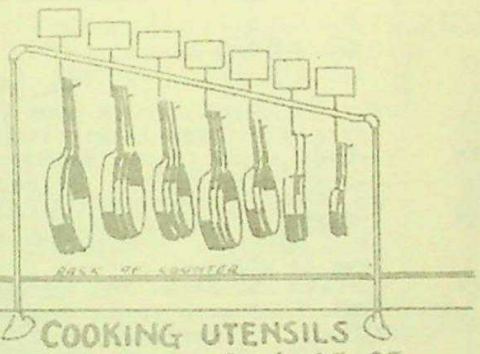
GLASSWARE

STEM-WARE RACK SHOW LIQUOR GLASSES ETC.



No. 9828 Silvertone Each $4.00
No. 982C CHROME Each $6.00
Step-Up Counter Rack for liquor or wine glasses, gifts, novelties. 14¼" wide, 16½" deep, 8½" high. Four 3½x14" glass shelves.

KITCHENWARE DEPARTMENT

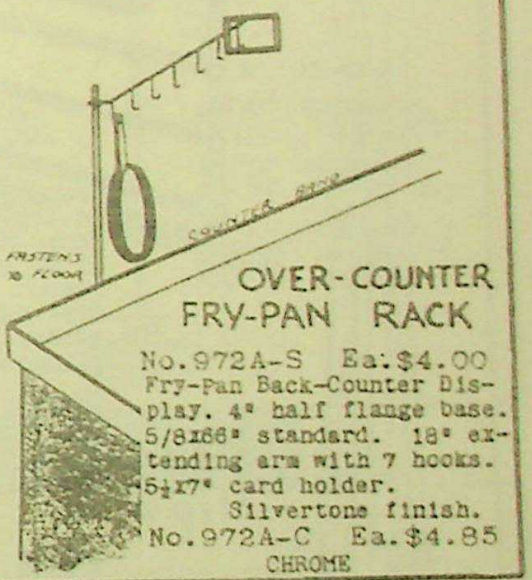


COOKING UTENSILS

No.86CH-S Each $5.35
Cooking Utensil Rack. Front upright 20", rear upright 28". 25½", 29½" and 34" spread. Equipped with seven 2¾"x2½" card holders. Silvertone. *Please specify counter width.*
No.86CH-C -CHROME- Ea.$9.00

CROSS-COUNTER STRAINER RACK

No.85-S Ea.$5.40
Cross Counter Strainer Rack. 20" standard; 25½", 29½" and 34" spread. Equipped with 6 double arms and clip-type card holder at top. Silvertone. *Please specify counter width.*
No.85-C CHROME Ea.$6.90

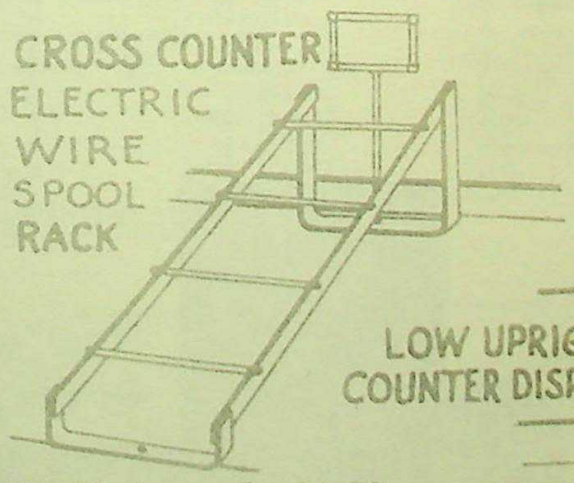


OVER-COUNTER FRY-PAN RACK

No.972A-S Ea.$4.00
Fry-Pan Back-Counter Display. 4" half flange base. 5/8x66" standard. 18" extending arm with 7 hooks. 5½x7" card holder. Silvertone finish.
No.972A-C Ea.$4.85
CHROME

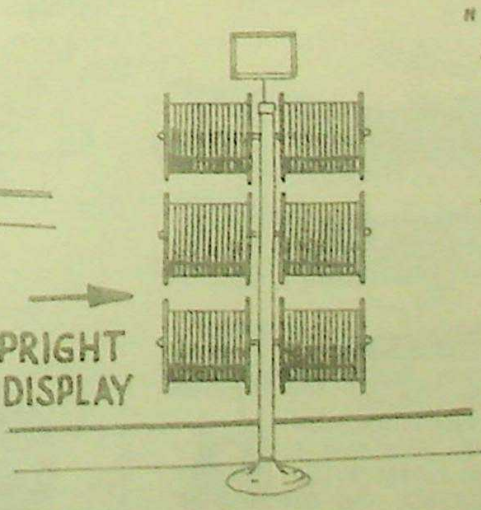
HARDWARE DEPARTMENT

CROSS COUNTER ELECTRIC WIRE SPOOL RACK



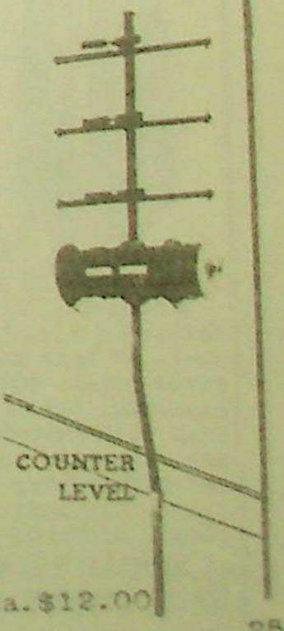
No.87-S Ea.$4.70
Cross-Counter Wire Spool Display. 9-6/8" wide. Holds 4-8" spools. 20" long. Silvertone finish.
No.87-C CHROME Ea.$6.30

LOW UPRIGHT COUNTER DISPLAY



No. 67 Ea. $4.40
Low Counter-Type Wire Spool Rack. Shows six spools on 15" cross arms. 24" high with 3½x5½" card holder. Silvertone finish.

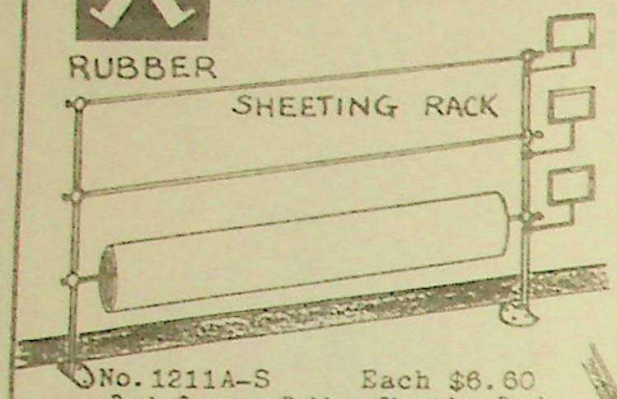
"FIFTH AVENUE" TYPE MASS WIRE SPOOL RACK



No. 5018-S
Each $9.25
Over-Counter Mass Wire Spool Rack. Heavy, durable construction. Holds 8 spools on 4 cross arms 17½" long. Adjustable lock clips at ends. Equipped with 8 extending 7/8"x2-7/8" ticket holders for pricing. 77" overall height. Silvertone finish.
No.5018-C CHROME Ea.$12.00

HARDWARE DEPARTMENT

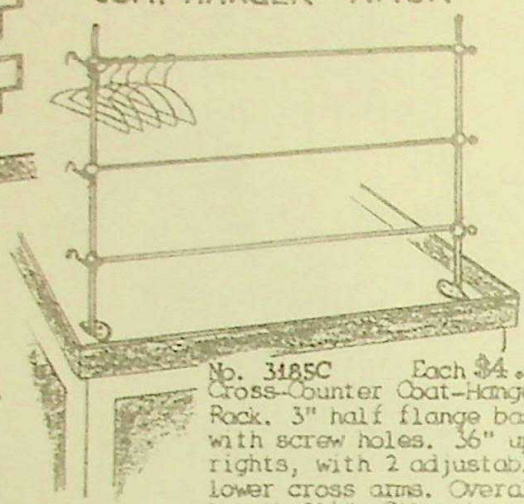
RUBBER SHEETING RACK



No. 1211A-S Each $6.60
Back-Counter Rubber-Sheeting Rack. 4" half flange bases with 3 screw holes. 26" uprights. Three 41" length cross bars. Has three 3½x5½" card holders, extensible on upright. Silvertone finish.

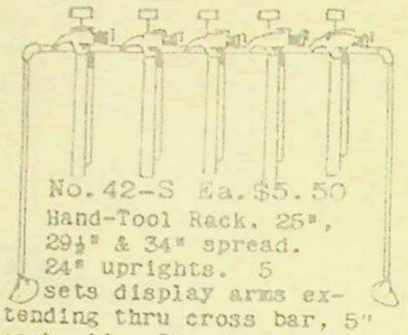
No. 1211A-C CHROME Ea. $8.40

CROSS-COUNTER COAT-HANGER RACK



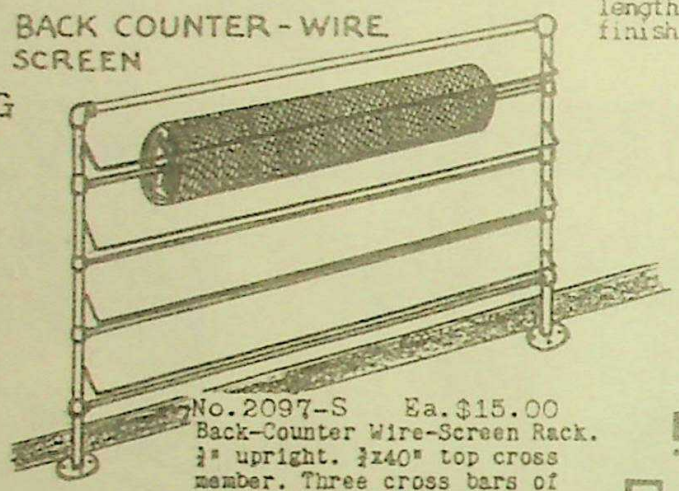
No. 3185C Each $4.75
Cross-Counter Coat-Hanger Rack. 3" half flange bases with screw holes. 36" uprights, with 2 adjustable lower cross arms. Overall length 28½". Silvertone finish.

HAND-TOOL RACK



No. 42-S Ea. $5.50
Hand-Tool Rack. 25", 29½" & 34" spread. 24" uprights. 5 sets display arms extending thru cross bar, 5" each side. Clip-type card holder. Silvertone. *Please specify counter width.*
No. 42-C CHROME Ea. $7.50

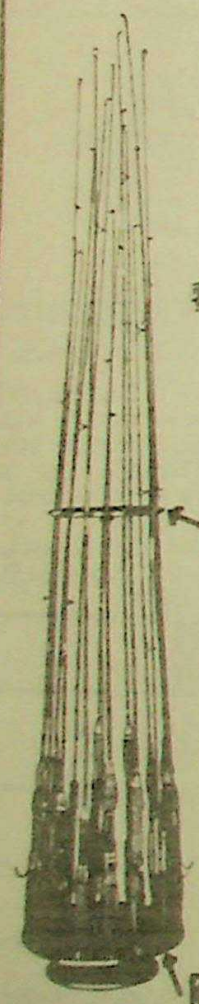
BACK COUNTER-WIRE SCREEN



No. 2097-S Ea. $15.00
Back-Counter Wire-Screen Rack. ⅜" upright. ⅜x40" top cross member. Three cross bars of 3/8" tubing; special screen guides of 3/8" round stock as illustrated. Silvertone.

No. 2097-C Ea. $20.00 CHROME

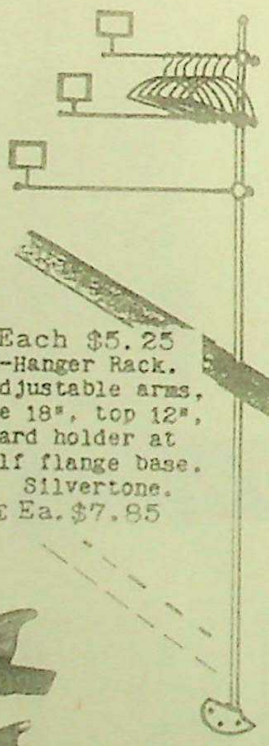
FISHING RODS



No. 673-S Each $7.50
Revolving Fish-Rod Rack. 8" base with screw holes. 30" standard. Bottom tray with rubber mat. Top disc equipped with rubber ring clips. Displays 20 rods. Silvertone.

No. 673-C Ea. $9.00 CHROME

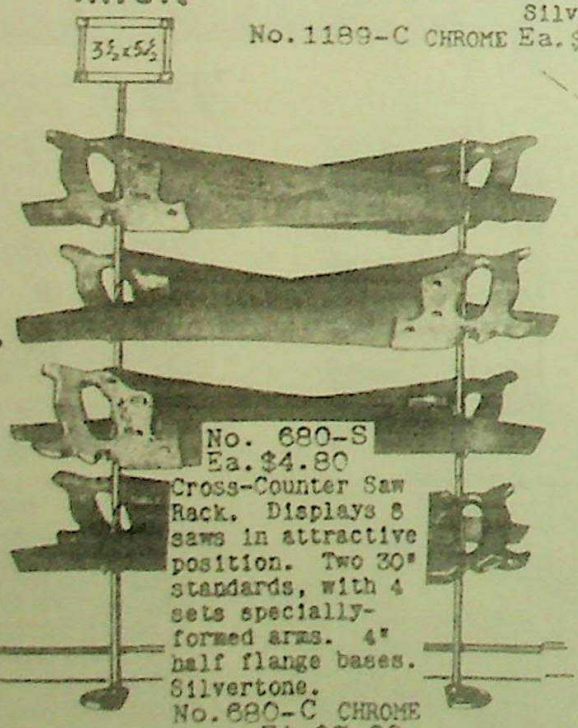
BACK-COUNTER COAT-HANGER RACK



No. 1189-S Each $5.25
Back-Counter Coat-Hanger Rack. 72" standard, 3 adjustable arms, bottom 24", middle 18", top 12", each has 2½x2½" card holder at end of arm, 4" half flange base. Silvertone.

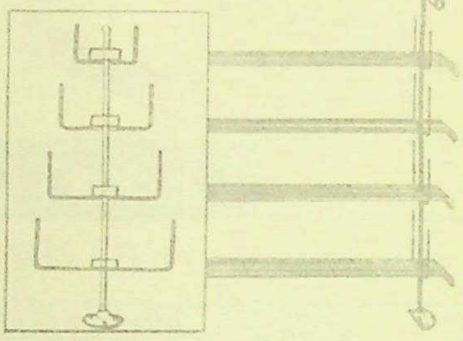
No. 1189-C CHROME Ea. $7.85

SAW RACK



No. 680-S
Ea. $4.80
Cross-Counter Saw Rack. Displays 8 saws in attractive position. Two 30" standards, with 4 sets specially-formed arms. 4" half flange bases. Silvertone.

No. 680-C CHROME EA. $7.00

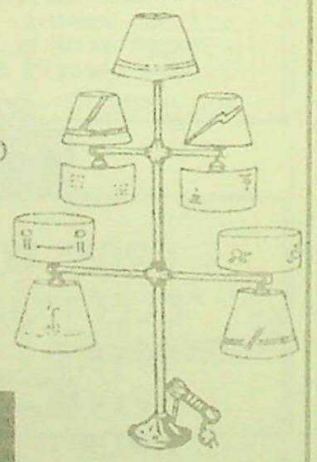


Ea. $6.00
No. 675C-S Cross arms 20", 16", 12" and 8" spread. Has four 7/8x 2-7/8" price ticket holders and one 3½x5½" card holder. Silvertone.
No. 675C-C CHROME Ea. $8.00

No. 674-S Each $4.40
Same as above, Curtain Rod Rack. Two uprights, 24" high. Four sets cross arms, 8" spread. Silvertone.
No. 674-C CHROME Ea. $6.10

• *SHOW THEM ILLUMINATED* •

LAMP SHADES



No. 985
Ea. $12.50
Displays shades illuminated. 57" high. 9 shade outlets. Brown Lacquer finish.

$8.75 Each

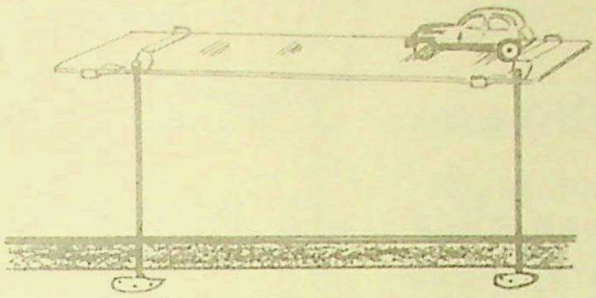
New way to display

BIT AND FILE RACK
No. 2373
Just what you have been looking for. Has capacity for 60 files or bits. Shows a full and complete assortment of sizes and styles you carry in stock. Means more sales. 27" high overall. Fastens securely to counter. Cast bracket, mounting plate, and ticket holders polished CHROME finish. Wood display blocks Aluminum Bronze.

TOY DEPARTMENT

BALLOON STAND

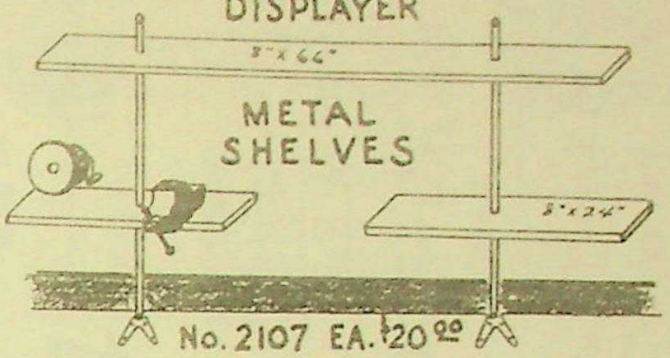
No. 677A-S Ea. $4.30
Balloon Stand. 5x8" flat cast base with screw holes. ½x36" standard. 3 adjustable 4-way hubs. Silvertone finish.
No. 677A-C Ea. $6.30
CHROME



MECHANICAL TOY
• RUN-WAY •

No. 2106-S Set of 2, $1.75
Mechanical Toy Runway. 3" half flange base with screw holes. 3/8x15" standard. Knurled lock nut for holding tilting top. Built to take 7½" glass shelf. Glass not included. Silvertone
No. 2106-C CHROME Ea. $2.40

HEAVY DUTY
HOME·WORK·SHOP
DISPLAYER

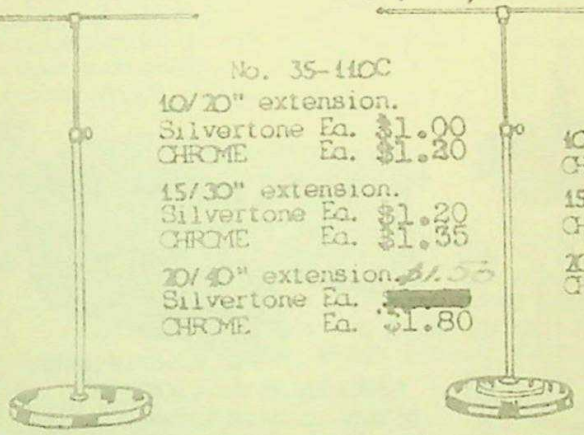


No. 2107 EA. $20.00

Built extra heavy. For back-counter use. Literally shows all tools necessary for home workshop. Two 8" bootjack bases. Two ½x42" heavy-tubing uprights, with 8x66" metal shelf at top. Uprights equipped two each 8x24" adjustable metal shelves. Base and uprights Polished CHROME finish, shelves Silvertone.

MISCELLANEOUS DISPLAY FIXTURES

FOR 30/60 - 36/72 EXTENSIONS SEE PAGE 14



No. 35-11OC
10/20" extension.
Silvertone Ea. $1.00
CHROME Ea. $1.20
15/30" extension.
Silvertone Ea. $1.20
CHROME Ea. $1.35
20/40" extension.
Silvertone Ea. $1.55
CHROME Ea. $1.80

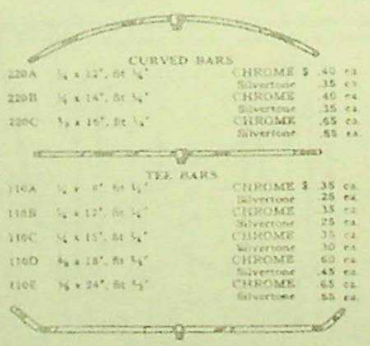
No. 22-11OC
10/20" extension.
CHROME Ea. $1.65
15/30" extension.
CHROME Ea. $1.80
20/40" extension.
CHROME Ea. $2.05

No. 19-11OC
10/20" extension.
CHROME Ea. $1.65
15/30" extension.
CHROME Ea. $1.80
20/40" extension.
CHROME Ea. $2.05

No. 23-11OC
10/20" extension.
CHROME Ea. $1.65
15/30" extension.
CHROME Ea. $1.80
20/40" extension.
CHROME Ea. $2.05

TOPS! TOPS! TOPS!

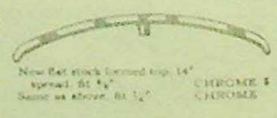
DRESS & DRAPE



CURVED BARS
220A ¼ x 12", fit ¼" CHROME $ .40 ea.
Silvertone .35 ea.
220B ¼ x 14", fit ¼" CHROME .40 ea.
Silvertone .35 ea.
220C ⅝ x 16", fit ¼" CHROME .65 ea.
Silvertone .55 ea.

TEE BARS
110A ¼ x 8", fit ¼" CHROME $ .35 ea.
Silvertone .25 ea.
110B ¼ x 12", fit ¼" CHROME .35 ea.
Silvertone .25 ea.
110C ¼ x 15", fit ¼" CHROME .35 ea.
Silvertone .30 ea.
110D ⅝ x 18", fit ¼" CHROME .60 ea.
Silvertone .45 ea.
110E ⅝ x 24", fit ¼" CHROME .65 ea.
Silvertone .55 ea.

DRAPING TEE BARS
620A 22" spread, fit ¼" CHROME $ .60 ea.
Silvertone $ .65 ea.
620B 24" spread, fit ¼" CHROME .60 ea.
Silvertone .75 ea.

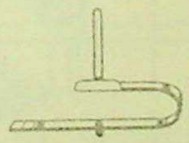


639 New flat stock formed top, 14" spread, fit ¼" CHROME $ .85 ea.
638 Same as above, fit ½" CHROME .85 ea.

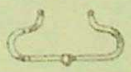
GARMENT
632 14" spread, ornamental top, fit ½" CHROME $ .90 ea.
635 14" spread, plain, fit ¼" CHROME .65 ea.
Silvertone .65 ea.

655 14" spread, fit ¼" CHROME $ .90 ea.
Silvertone .65 ea.

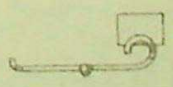
HOSIERY



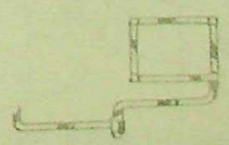
501 10" spread, card holder rest at top; supplied with ⅜ x 12" extension rod CHROME $1.05 ea.
Silvertone .75 ea.



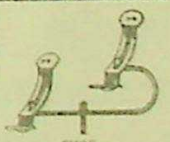
688 5½" spread, fit ¼" CHROME $ .50 ea.
Silvertone .40 ea.



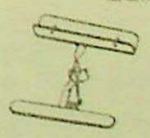
504 7½" spread, fit ¼" Slotted for basket CHROME $ .60 ea.
Silvertone .50 ea.



503A 14" spread, fit ¼" 3½ x 3½" card holder CHROME $1.10 ea.
Silvertone .80 ea.
503B Same as above, except no card holder CHROME 1.00 ea.
Silvertone .65 ea.



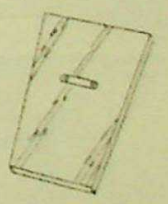
SHOE
471 Arched type, fit ¼" Close bar CHROME. Tops all Silvertone $ .60 ea.
All Silvertone .55 ea.
non-adjustable .50 ea.



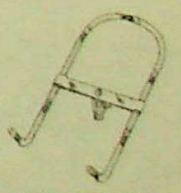
482 Double adjustable, fit ¼" Silvertone $ .60 ea.

SHOE
474 Flat metal, adjustable heel clip, ratchet fitting, fit ¼" CHROME $1.10 ea.
Silvertone .65 ea.
476 Flat metal, individual adjustable heel clips, ratchet fitting, fit ¼" CHROME $1.00 ea.
Silvertone .80 ea.
483 ¼" polished plate glass, adjustable heel clip, ratchet fitting, fit ¼" CHROME $1.30 ea.

481A Toe bar type, fit ¼" Tops adjustable CHROME $1.30 ea.
Silvertone .80 ea.
481B Same as above, except CHROME with Silvertone shoe holders .90 ea.



684 Formed hollow wood shirt top. Top 10" Bottom 7" Length 13". Ratchet fitting fit ¼" Silvertone $1.00 ea.

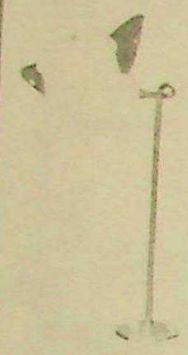


681 Skirt and Skin ratchet fitting fit ¼" CHROME $ .60 ea.
Silvertone .45 ea.

360 5 x 5" square top, fit ¼" CHROME $ .85 ea.

BRONZE PRICES
SAME AS SILVERTONE

MISCELLANEOUS DISPLAYS



No. 1171S
Doz. $9.00

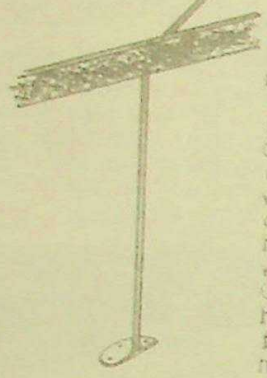
Popular Feather Stands. With felted snap. 3", 6", and 12" heights. Please specify height. Silvertone finish.

No. 1171C
Doz. $15.00
Chrome finish

"Fifth Avenue"

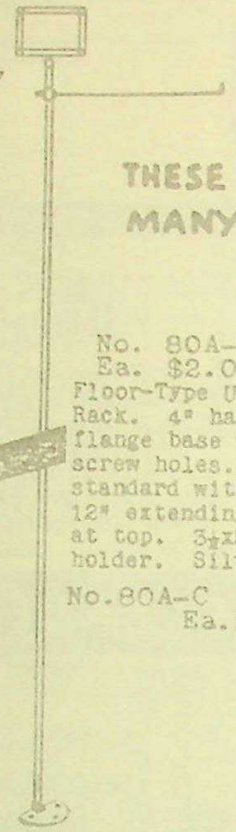
POPULAR BIRD-CAGE DISPLAYER

No. 2409
Ea. $5.40

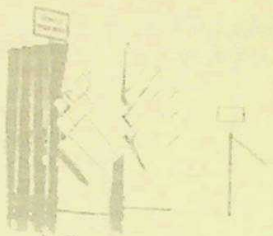


Bird-Cage Display. Use in Pet Department. Attracts attention. Creates selling atmosphere. Overall height of upright 55", formed with offset 14" above floor. 4" half flange base with screw holes. Counter strap. 24" high, 20" wide formed top with hook into which is suspended bird cage. CHROME finish.

UTILITY BACK COUNTER RACKS



THESE HAVE MANY USES



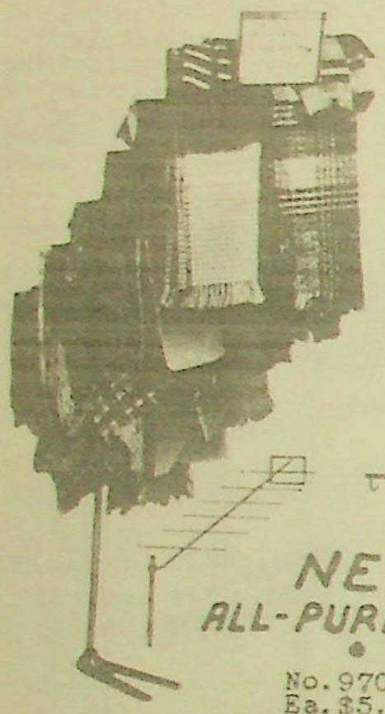
No. 80A-S
Ea. $2.00
Floor-Type Utility Rack. 4" half flange base with screw holes. 72" standard with 3/8" x 12" extending arm at top. 3"x5" card holder. Silvertone.

No. 80A-C CHROME
Ea. $3.30

No. 2114-S
Each $3.80

78" standard. Five 12" arms attached to 14" straight extending arm. 3½x5½" card holder at top. Equipped with counter strap and 4" half flange base. Silvertone finish.

No. 2114-C
Ea. $5.00
CHROME

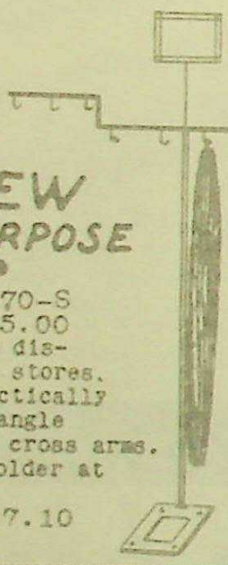


NEW ALL-PURPOSE

No. 970-S
Ea. $5.00

Most practical over-counter display fixture for 5¢ and 10¢ stores. Literally adaptable for practically any use. 28" standard. 24" angle projecting arm with six 12" cross arms. Bootjack base. 3½x5½ card holder at top. Silvertone.

No. 970-C CHROME Ea. $7.10

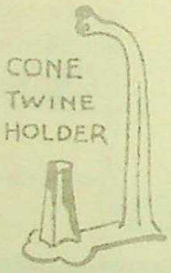


HAIR SWITCH

No. 2108-S
Ea. $2.55

3x6" flat cast base with screw holes. 36" standard with 2-step 20" spread top with 10 hooks. 3½x5½" card holder at top. Silvertone.

No. 2108-C CHROME
Ea. $3.30

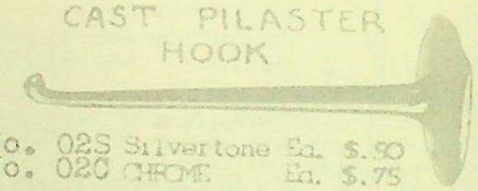


CONE TWINE HOLDER

No. 01
Ea. $.40

Cast Iron. Black Lacquer Finish.

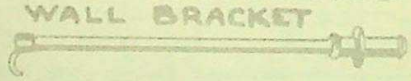
CAST PILASTER HOOK



No. 02S Silvertone Ea. $.60
No. 02C CHROME Ea. $.75

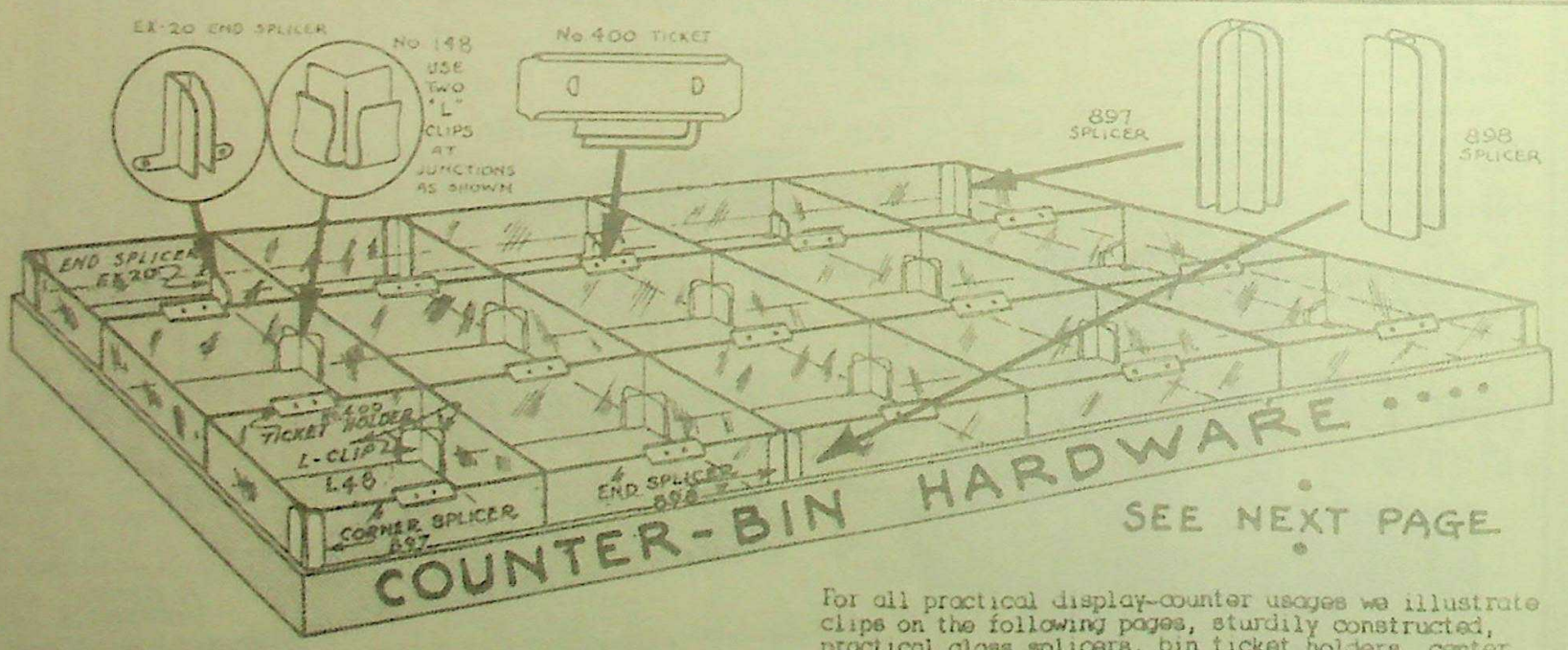
Cast Pilaster Hook. 6" long. Fully polished. Fastens to wall cases.

TELESCOPING WALL BRACKET



No. 09S Ea. $1.50
No. 09C Ea. $1.75

Extensible Garment-Case Bracket. Fastens to Case. Telescopes to 17" length.

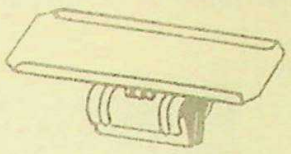


SEE NEXT PAGE

For all practical display-counter usages we illustrate clips on the following pages, sturdily constructed, practical glass splicers, bin ticket holders, center splicers, as well as cross and tee clamps. Refer to above illustration for practical application.

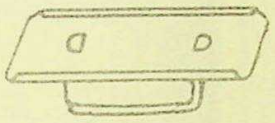
COMPLETE COUNTER BIN HARDWARE

No. 906
Per C. $2.25
Bin Ticket Marker. Fastens to wall case. Takes 7/8x 2-7/8" ticket. Silvertone finish.



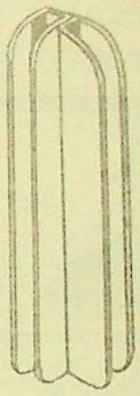
No. 904 Doz. $.75
Spring-Clip Ticket Holder. Holds ticket 7/8x2-7/8". Fastens to partition up to 3/8". Silvertone finish.

No. 401 $12.00 per C
7/8x2-7/8" extended bin ticket holder with 5" stem. Attaches to glass divider. Allows for extension of price ticket above bulky merchandise display. Silvertone finish



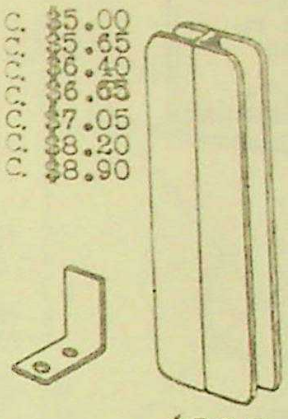
No. 400 Per C. $2.30
Slip-On Ticket Holder. Fits up to 3/16" glass partition. Holds 7/8x 2-7/8" ticket. Silvertone finish.

Beautiful Silvertone or Nickel Channel End and Corner Splicers for your open display tables. Take ¼" glass. Hold glass at band rail or counter.
No. 897 Channel Corner Splicer
No. 898 Channel End Splicer
Silvertone or Nickel finish. Please specify.

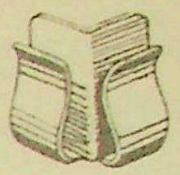


2" high.	Per C.	$5.00
3" high.	Per C.	$5.65
4" high.	Per C.	$6.40
5" high.	Per C.	$6.65
6" high.	Per C.	$7.05
7" high.	Per C.	$8.20
8" high.	Per C.	$8.90

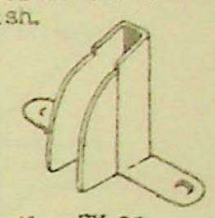
Splicers with angle clip add $2.00 Per C. Please specify.



#897 #898

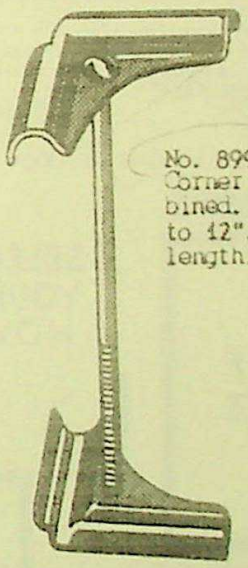


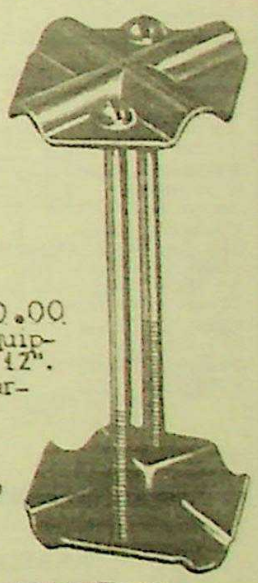
No. 148
Per C. $1.20
"L" Splicer for 3/16 or 1/4" glass. 1" high. Silvertone finish.



No. EX-20
Per C. $2.85
End Splicer, for 3/16 or ¼" glass. Silvertone finish.

"TEE" & "CROSS" CLAMPS for GLASS SHELVES

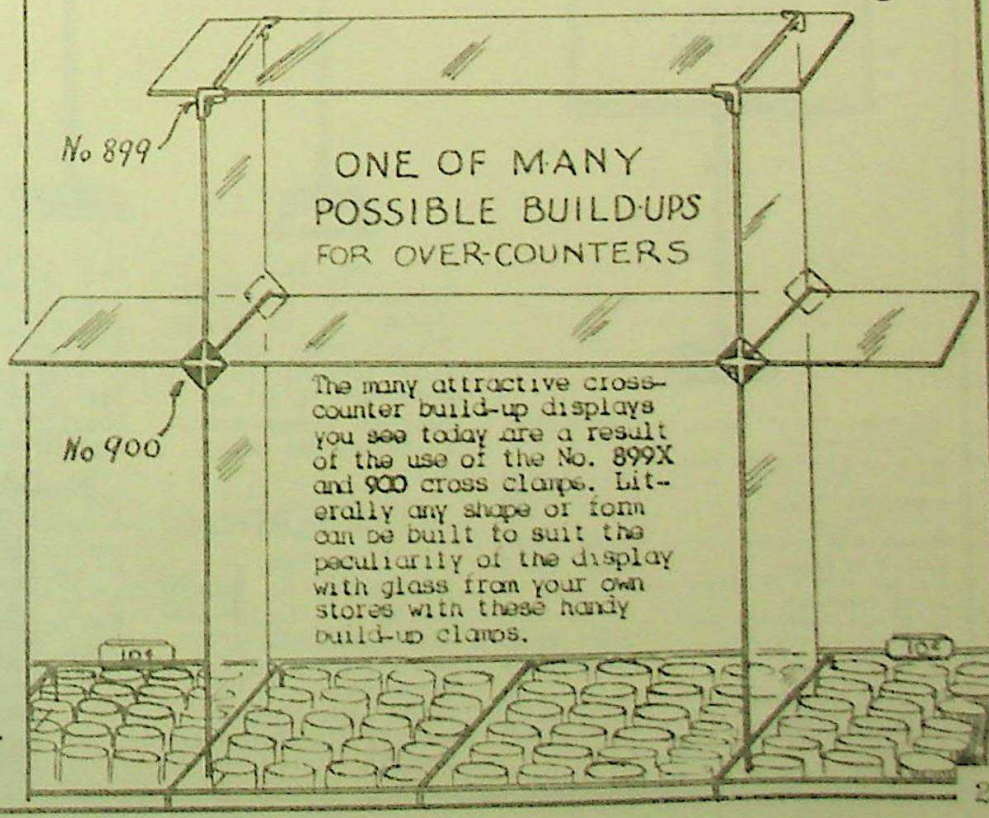


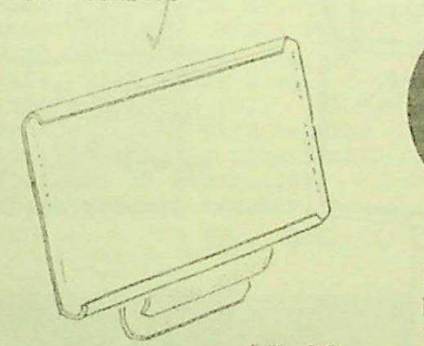


No. 899X Per C. $12.00
Corner and Tee Clamp Combined. Fits partition up to 12". Specify bolt length. Silvertone finish.

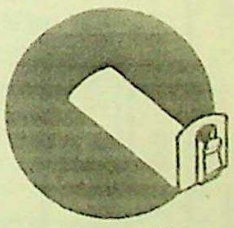
No. 900 Per C. $20.00
Cross Glass Clamp. Equipped with bolts up to 12". Specify length. Silvertone finish.

BOLTS MUST BE ORDERED IN EVEN INCH LENGTHS.

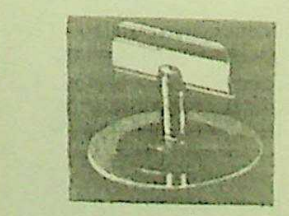

No 899
ONE OF MANY POSSIBLE BUILD-UPS FOR OVER-COUNTERS
No 900
The many attractive cross-counter build-up displays you see today are a result of the use of the No. 899X and 900 cross clamps. Literally any shape or form can be built to suit the peculiarity of the display with glass from your own stores with these handy build-up clamps.



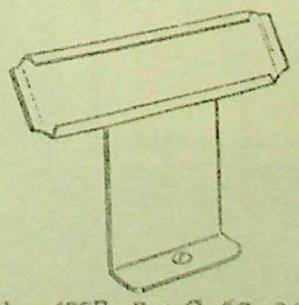
No. 500 Per C. $7.00
Glass-Bin Ticket Holder. Holds card 2-1/8x 2-3/4". Silvertone finish.



No. 712
Per C. $2.50
Slip-In Ticket Holder. Slides under merchandise. 2 x 1" base. Silvertone finish.



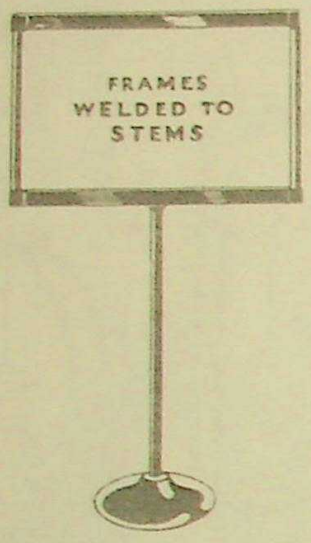
No. S4 Ea. $.35
1¼" Round Felted-Base Ticket Holder. 1½" overall height. Clip-type ticket holder. CHROME finish.



No. 425F Per C. $5.00
Ticket Holder for attachment to counter. Holds 7/8x2-7/8" ticket. Silvertone finish

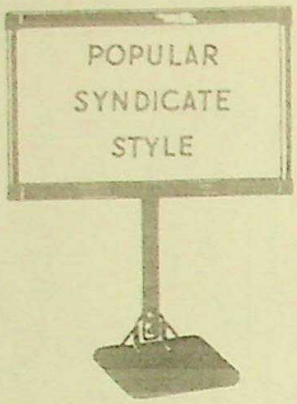
PRICE CARDHOLDERS

PROPERLY PRICED MERCHANDISE MAKES SALES



No. 725 — 5½ x 7" frame. ¼ x 6 or 10" round stems.
4 x 5" cast unpolished base.
Bronze or Silvertone — Dozen $ 5.50
CHROME Finish — Dozen 9.00
4" round base.
Bronze or Silvertone — Dozen 7.70
CHROME Finish — Dozen 12.65
No. 726 — 7 x 11" frame. ¼ x 10 or 15" round stems.
5 x 6" cast unpolished base.
Bronze or Silvertone — Dozen 7.25
CHROME Finish — Dozen 11.00
5" round base.
Bronze or Silvertone — Dozen 10.10
CHROME Finish — Dozen 15.75
No. 728 — 11 x 14" frame. ⅜ x 10 or 15" round stems.
5 x 6" cast unpolished base.
Bronze or Silvertone — Dozen 7.75
CHROME Finish — Dozen 12.20
5" round base.
Bronze or Silvertone — Dozen 10.85
CHROME Finish — Dozen 17.50

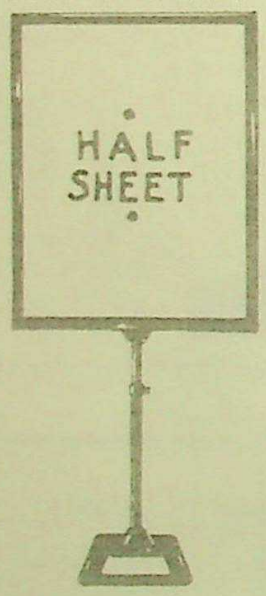
No. 730 — 7 x 11" frame. ¼ x ¼". 6/12" or 10/20" extension.
5 x 6" cast unpolished base.
Bronze or Silvertone — Dozen $ 8.60
CHROME Finish — Dozen 13.90
5" round base.
Bronze or Silvertone — Dozen 12.90
CHROME Finish — Dozen 19.15
No. 731 — 11 x 14" frame. ½ x ⅜". 6/12" or 10/20" extension.
5 x 6" cast unpolished base.
Bronze or Silvertone — Dozen 11.75
CHROME Finish — Dozen 18.50
5" round base.
Bronze or Silvertone — Dozen 14.60
CHROME Finish — Dozen 22.20



No. S96 — Syndicate Style. 3½ x 5½" frame. 8 or 10" overall height.
3 x 4" stamped base.
Bronze or Silvertone — Dozen $ 3.85
CHROME Finish — Dozen 6.45
No. S97 — 5½ x 7" frame. 12 or 14" overall height.
4 x 5" stamped base.
Bronze or Silvertone — Dozen 4.35
CHROME Finish — Dozen 7.25
No. S98 — 7 x 11" frame. 15 or 17" overall height.
5 x 6" stamped base.
Bronze or Silvertone — Dozen 5.30
CHROME Finish — Dozen 9.40
No. S99 — 11 x 14" frame. 19 or 21" overall height.
5 x 6" stamped base.
Bronze or Silvertone — Dozen 8.90
CHROME Finish — Dozen 11.25

SPECIFY HEIGHT DESIRED.

FOR WINDOWS

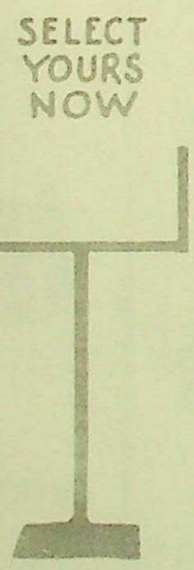


No. 743
Silvertone Ea. $2.00
CHROME Ea. $2.90
22x14" frame, extra-heavy fitting, ¼x3/8". 10/20" or 15/30" extension. Please specify finish and extension.

11"x22" VERTICAL

No. 744
Silvertone Ea. $1.70
CHROME Ea. $2.80
22x11" vertical frame ¼x3/8". 10/20 or 15/30" extension. 5x6" unpolished base. Please specify finish and extension.

SELECT YOURS NOW

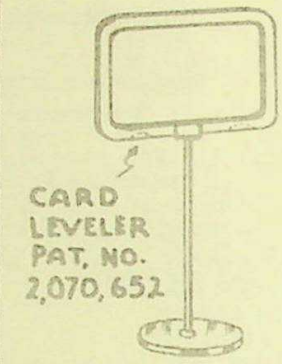


No. 713
Doz. $3.30
1 dozen in carton. Open 5" frame, 6" flat stem. 3x4" stamped base. Bronze finish.

No. 714
Doz. $3.90
1 dozen in carton. Open 7" frame, 8" flat stem. 4x5" stamped base. Bronze finish.

The NEW "MONITOR"
featuring Patented card leveler

The new one-piece-frame card holder. A dignified frame of rugged construction. Minimizes card-holder conspicuousness in your store. Lends beauty to your pricing system.



No. 725M
5½ x 7" frame, 4" base, ⅜ x 10" stem. Standard attached to frame.
Dozen $11.50
Bronze or Silvertone.
Dozen $15.50
CHROME Finish.

No. 725MF
FRAME ONLY, with fitting.
Dozen $5.70
Bronze or Silvertone.
Dozen $8.50
CHROME Finish.

No. 726M
7 x 11" frame, 4½" base, ⅜ x 12" stem. Standard attached to frame.
Dozen $12.50
Bronze or Silvertone.
Dozen $18.40
CHROME Finish.

No. 726MF
FRAME ONLY, with fitting.
Dozen $7.40
Bronze or Silvertone.
Dozen $11.50
CHROME Finish.

No. 728M
11 x 14" frame, 5" base, ⅜ x 15" stem. Standard attached to frame.
Dozen $16.50
Bronze or Silvertone.
Dozen $27.50
CHROME Finish.

No. 728MF
FRAME ONLY, with fitting.
Dozen $7.95
Bronze or Silvertone.
Dozen $14.70
CHROME Finish.

SYNDICATE STYLE

FEATURING NEW CARD LEVELER

No. 96M
3½ x 5½" frame, 8 or 10" overall height, spring steel stem, 3 x 4" stamped base.
Dozen $5.50
Bronze or Silvertone.
Dozen $7.15
CHROME Finish.

No. 96MF
FRAME ONLY, with fitting.
Dozen $4.75
Bronze or Silvertone.
Dozen $6.80
CHROME Finish.

No. 97M
5½ x 7" frame, 12 or 14" overall height, spring steel stems, 4 x 5" stamped base.
Dozen $5.90
Bronze or Silvertone.
Dozen $9.00
CHROME Finish.

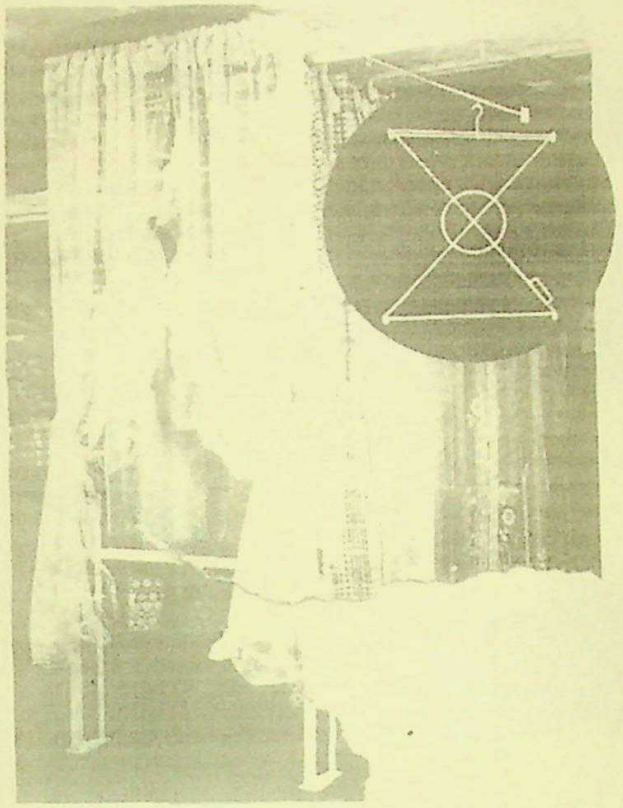
No. 98M
7 x 11" frame, 15 or 17" overall height, spring steel stems, 5 x 6" stamped base.
Dozen $7.85
Bronze or Silvertone.
Dozen $12.15
CHROME Finish.

No. 99M
11 x 14" frame, 19 or 21" overall height, spring steel stems, 5 x 6" stamped base.
Dozen $9.15
Bronze or Silvertone.
Dozen $14.50
CHROME Finish.

CURTAIN • HARDWARE • KITCHEN

CREATE A SEPARATE CURTAIN DEPARTMENT

WITH THIS ONE FIXTURE • ADD 8 FEE
OF MOST VALUABLE DISPLAY YOU CAN
HAVE ANYWHERE IN YOUR STORE



FLOOR-TYPE
CURTAIN
BOOTH

Rack No. 837

A single curtain displ
eight feet of ordinary
separate and distinct cur

Curtains hang naturally on
the "Curt-N-Drape" banger.
designed in window effect.
Rack heavy-duty, all-metal
construction. Eight feet
high, eight feet long, 32"
wide, with eight-foot 1-1/16"
CHROME hanging rail. Window
ends equipped with regular
curtain hanging attachment.
Finished in attractive
cream-colored lacquer.

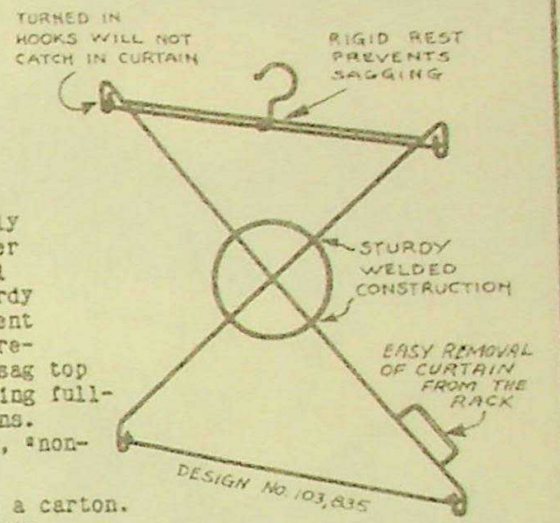
Ea. $30.00

HERE IS THE
NEW *Patented*
"CURT-N-DRAPE"
HANGER

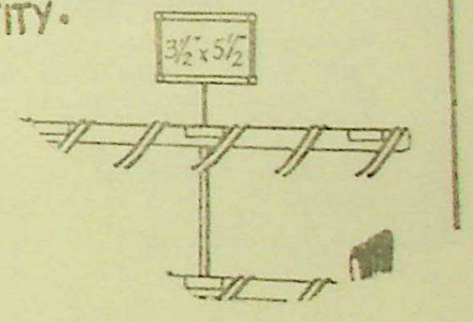
No. 838

The "Curt-N-Drape", a radically new and improved curtain hanger for use with any overhead rail or hook curtain display. Sturdy welded construction. Convenient handle lower corner for easy removal from display rack. No-sag top and lower cross bars for hanging full-length or cottage-type curtains. Overall size, 31x31". Finish, "non-tarnishing Silvertone."

Dozen $7.20, packed 12 to a carton.
Extra in less than dozen lots.


TURNED IN HOOKS WILL NOT CATCH IN CURTAIN
RIGID REST PREVENTS SAGGING
STURDY WELDED CONSTRUCTION
EASY REMOVAL OF CURTAIN FROM THE RACK
DESIGN NO. 103,835

UNTER KITCHEN-TOOL DISPLAYER
ARGE QUANTITY•



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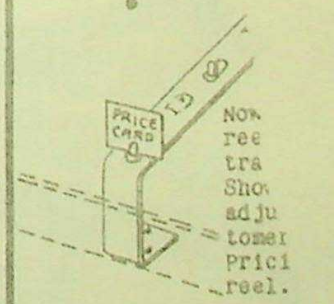

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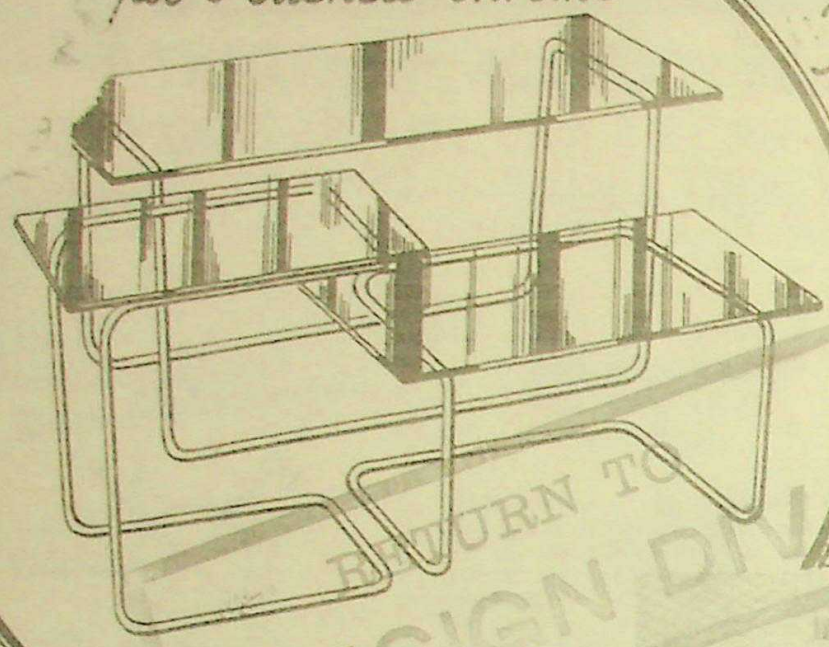
No. 2464

Sturdy, practical Hammer, Hatchet and Small Saw Displayer. 43" over-all height including sign holder. 5½ x 7" Monitor sign holder at top of "U" shape bracket section with angle bent stem. Frame supplied with ten pins ¼" dia. x 2¼" projection, pins riveted to frame, on 4" centers and located on 17 degree angle crosswise on frame to give Hammers, Hatchets and Small Saws the correct display angle. Polished CHROME finish.

RETURN TO DESIGN DIV

ful Polished Chrome



SET $10.10 COMPLETE

The "MASTER TRIM" Set offers you LO
COST, unique window trimming eff
Many unusual groupings can be
especially adaptable for
cessories, bags, shoes
well as glassware an
kinds.

The MASTER-TRI
Display Se

The "MASTER TRIM" Set gives you the
est display flexibility possible for
window trimming effects. Beautiful,
CHROME units create new and attracti
pearance and display effectively no
which way they are placed. Will tak
tops, either table or pedestal effec
Countless new, smart groupings are a
possible with the "MASTER TRIM" Set.

Creates Cou
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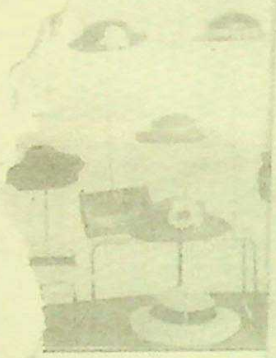

COSMETI
angle Step-up
mirror tops - Ch
ver striped sides

metal polished
er-ribbed ef-
d U's, with beau-
as mirrored tops.
ears, and enhance
your cosmetics,
silverware displays.

No. 2110 Ea.
Striped CHROME Triangle Mir
Display, 22x22x22". 3" high.
removable from top, base stri
Two front sides polished CH
back side Silvertone.

No. 2111 Ea.
Same as above, except 14½x14½
3".

No. 2112 Ea.
Same as above, except 9½x9½x9

No. 2113 Ea.
Complete Set, consists of No.
2111, and 2112.

6

·21

L. P. STEAMFITTERS & SUPPLY INC.

" METAL

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